

The American Perfumer and Essential Oil Review

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The American Perfumer

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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NEW YORK, APRIL, 1927

Vol. XXII. No. 2

ON TO ATLANTIC CITY

Plans are practically completed for the thirty-third annual meeting of the American Manufacturers of Toilet Articles. The officers of the Association and the Committees in charge of the affair have worked hard to provide an interesting, instructive and enjoyable program. They will undoubtedly, judging from the early registration which exceeds that for any other previous convention of the Association, be amply repaid for their efforts in the attendance and interest of the members.

Reservations for all features of the convention started to come in early and have continued to pour in in veritable stream. Apparently, the members of the Association consider holding the convention at a place other than New York as at least a desirable experiment. Only once before in the history of the Association has the convention been taken outside of New York. In 1896 it was held in Rochester, N. Y.

The entertainment program for the meeting, which includes such features as the usual theater party, golf tournaments, a swimming meet for members of the association and the annual banquet, is an unusually attractive one, especially with Atlantic City as a background.

The subjects for discussion at the business sessions in addition to the routine reports are such as should arouse the greatest business interest among the members. Raw materials, sales and marketing, price maintenance, toilet goods merchandising, production profits, all are subjects of vital interest and importance to every manufacturer of perfumes and toilet preparations.

It is to be hoped that the members will not only listen to the addresses of the nationally recognized experts in these various lines, but that their addresses will lead to an active discussion of the problems of the industry. In no other way can a solution of those problems be so readily attained.

Suggestions as to subjects for discussion have been received from many interested in the problems of the industry. We have been asked in this connection to suggest a topic about which it is believed some part of the convention's deliberations should center. There is no more pressing and important problem for the American manufacturer of toilet preparations than the question of foreign competition. We have sought in this issue to present a suitable foundation for such a discussion in the form of a collection of opinions on reasons for the success or failure of American made products.

We respectfully urge the Association to use this symposium in developing its own opinions on the subject and we are confident that a full and free discussion of the problem will lead to the working out of a satisfactory solution.

IS FRENCH COMPETITION INVINCIBLE?

We publish in this issue a collection of views on a question which has long troubled those engaged in our industries. Many manufacturers of perfumes and allied lines have commented upon it and at times their comments have been quite frank. Some have been inclined to hold the question in the background as one not to be mentioned except, perhaps, in whispers. Those in the industry, who have made their views known boldly, have, quite possibly, failed through a certain lack of perspective to see the problem in its true light. The woods have been obscured by the trees.

Foreign competition, and particularly French competition, is a subject which we have been urged to bring more to the fore with a view to clarifying the discussions on the subject which are becoming more frequent when manufacturers of toilet preparations and particularly of perfumes meet. We have been asked to furnish a forum for these discussions. After all, can there be any profit in a whispering battle when, unfortunately, the toilet goods market is not a whispering gallery?

In order to furnish this forum, we have, as requested, arranged a symposium on the question. In this compilation are presented not the views of those engaged in the industry nor of those whose business depends upon it. We have talked the matter over with both the manufacturer of perfumes and the supplier of raw materials. We have asked the importer what he thought of the problem. But we have not embodied these views in our collection of opinions. We have avoided doing so because we desired the background to consist, as nearly as possible, of unbiased, independent, and more or less impersonal ideas on the subject.

Doubtless it is superfluous to attempt an analysis of the views expressed in this symposium which is published elsewhere in this issue. Most of those whose views are quoted speak clearly and definitely to the industry.

There is, however, a certain underlying thought which, in one form or another, is carried through the entire body of opinions. It is a thought which places the burden for the existing situation directly upon the American manufacturer and points the way for him to secure not only a share of the market but a dominant position in it. We do not either affirm or deny the correctness of this inevitable conclusion drawn from the views of our contributors. But we do feel that both views and conclusions are well worth the attention of the manufacturers.

These views of this representative and independent group all indicate a certain lack of effort, a certain inertia, a certain mental "defeatism" on the part of the American manu-

facturer with respect to his perfume line. This attitude is seen in various forms by those who have observed it. One sees it in the limited number of American perfumes of really outstanding high quality. Another views it as lack of originality in odor and in design of package. Still another discovers the same phenomenon in advertising methods. Another finds a very definite lack of sales effort applied to the perfume line in particular but extending through the entire group of products. Another sees the "Paris" label on American made goods as an evidence of an "inferiority complex." The whole group constitutes a grievous indictment against the manufacturer who is charged therein with not being completely "sold" on his own product or ability.

It is not our purpose to develop the theme at any greater length. We are confident that the American manufacturer, once he has a clear view of the problem, is amply able to cope with it. Possibly he does not himself fully realize that he can produce as good a perfume, put it in as attractive a package, advertise it as effectively and market it as successfully as can his French competitor. Possibly he sees other difficulties, either real or imaginary, in the way of success for his perfume line. In any event, we are confident that he can overcome his handicaps if he fully realizes that the effort is worth the while, and really tries to do it.

We can think of nothing which would be more valuable as a prestige builder for American toilet preparations of all sorts than really fine perfumes in the finest of packages backed by distinctive and characteristic advertising. Our contributors indicate that such products would be not only prestige builders, but that they could be sold as well.

This, then, is the message which the contributors to our symposium desire to convey to the American manufacturers: "You can produce the finest in perfumes and packages, in advertising and salesmanship. You can capture this market and those of foreign countries. *If you will only think so!*"

1927 CONVENTIONS IN ALLIED INDUSTRIES

For the convenience of our readers, we present a list of the important conventions in our industries, or others, in which they may be interested, the dates of which have been decided upon. From time to time this list will be increased as other associations and societies take final action upon their convention dates.

GLASS CONTAINER ASSOCIATION, Marlborough-Blenheim Hotel, Atlantic City, N. J., May 5 and 6.

AMERICAN MANUFACTURERS OF TOILET ARTICLES, Ambassador Hotel, Atlantic City, N. J., May 9, 10 and 11.

AMERICAN WHOLESALE GROCERS' ASSOCIATION, Louisville, Ky., May 16 to 20.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION, Palmer House, Chicago, May 18 to 20.

AMERICAN PHARMACEUTICAL MANUFACTURERS' ASSOCIATION, Asheville, N. C., May 23 to 27.

AMERICAN INSTITUTE OF CHEMICAL ENGINEERS, Hotel Hollenden, Cleveland, O., May 31 to June 3.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION, Hotel Jefferson, Richmond, Va., June 1 to 3.

AMERICAN SOCIETY FOR TESTING MATERIALS, French Lick, Ind., June 20 to 24.

NATIONAL HAIRDRESSERS' ASSOCIATION, Cleveland, Ohio, August 27 to September 2.

NATIONAL ASSOCIATION OF RETAIL DRUGGISTS, Kansas City, Mo., September 19 to 23.

NATIONAL WHOLESALE DRUGGISTS ASSOCIATION, Atlantic City, September 25 to 30.

OUR ADVERTISERS

THE OWENS BOTTLE COMPANY

Toledo, Ohio

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
14 Cliff street, New York City.

Gentlemen: In this more or less materialistic day, "Flowers for the Living" are seldom considered.

We can not fail, however, to mention the regard in which we hold THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW—a selfish regard, perhaps, born of a steady flow of inquiries and nourished by names on the dotted line.

With very best wishes for the continued success of your good journal, we are, very truly yours,

THE OWENS BOTTLE COMPANY,
T. K. ALMROTH, Advertising Manager.

COSTS AND FIRE PREVENTION

The tremendous economic loss through the destruction of property by fire may, according to experts in the insurance field, be very largely charged to waste account. Investigations prove that a remarkably large percentage of fires are preventable through adequate protective means and that a great part of the annual loss of over \$500,000,000 is due to carelessness.

In addition, figures exist to prove that a large part of this loss is due to fires in business establishments. The business man who is as careful as he can be to prevent losses by fire at home is frequently negligent in the extreme in his business establishment and even more negligent when he has occasion to visit the establishments of others.

Undoubtedly these losses are reflected in the average costs of doing business in all industries. They may not in many instances be shown in the selling price of the products of an industry, but there is no doubt that proper safeguards, while in some instances they may seem costly, are an investment which no manufacturer or business man can neglect in computing what his costs of doing business will be. To overlook the fire hazard will often mean the difference between survival and extinction should the unforeseen fire take place.

A study of the question of fire prevention and co-operative work on this important problem seems to us to be well worth the attention of not only the individual manufacturer in any line of endeavor, but of any trade group or organization with time to devote to it.

ODOR AND MOLECULAR STRUCTURE

Another contribution to the study of the relation of odor to molecular structure is published in another section of this issue. It is a condensed report of further research by Professor Marston T. Bogert and Dr. Arthur Stull on the benzosenazole group. In the latest work a more definite confirmation of the relation of odor to the architectural structure of the molecule has been attained.

Progress of this sort still further establishes the value of research work in aromatic chemistry. It is similar in nature to the work through which the synthetic dyestuffs industry was built up. It aids not only the manufacturer of synthetics but the producer of natural compounds as well.

Consensus on Foreign Competition

*A New Symposium on American Perfumes and
Their Possibilities—by a Representative
Group of Experts*

The question of foreign competition in toilet preparations and especially in perfumes has always been a vexing one with the American manufacturers. In an effort to ascertain and crystalize opinion on this question, THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW has sought the views of leaders in various fields, associated in one way or another, but not definitely connected with the perfume industry. These views, which bring out many interesting points in connection with the problems of overcoming the competition of foreign manufacturers, are presented in the present article.

An effort has been made to secure the ideas of as representative a group as possible in this connection. Neither the domestic manufacturers nor their foreign competitors were consulted for obvious reasons. It is apparent that the views of either must necessarily be tinged, if not by self-interest, by the fact that they are too close to the problem to be able to analyze it satisfactorily. Sellers of raw materials and supplies were also excluded from the list for the same reason.

The group, whose ideas are presented, includes the associate editor of a prominent woman's magazine, who incidentally is a woman with a woman's viewpoint in the matter; an expert on the art and gift shop business, representatives of the wholesale distributors and of the retail stores in which toilet preparations are sold. None of those consulted has any bias which could possibly prevent a clear view of the problem.

Some very interesting and possibly unsuspected angles of the subject are presented in this collection of opinions. It is hardly necessary to analyze them in detail. They are perfectly able to stand by themselves as a representative cross-section of unprejudiced opinion on a subject which vitally affects the future of the American manufacturer.

* * *

"French Better," Says Woman Editor

A very interesting and probably characteristic comment on the attitude of women toward French perfumes was offered by Mrs. Dorothy VanBuren of the staff of *Harper's Bazaar*.

Mrs. VanBuren was asked two questions in a recent interview with a representative of this journal. The first one was, "Do women prefer French perfumes?" The answer was, "Yes, of course."

The second question was, "Why do they prefer French perfumes?" Mrs. VanBuren was inclined to base her answer to this question entirely upon quality. She said, "Of course, I cannot speak for all women, but I feel that I can speak for myself and my intimate friends. I know that we prefer French perfumes because they are better or at least we feel that they are better than those made in the United States. I am sure all of us would like to see a superior perfume manufactured and sold here at a reasonable price. So far I have not been able to find an American perfume to suit my taste at any price."

Mrs. VanBuren was asked in what respects she thought the American perfumes were inferior. She replied that not being familiar with the technical language of the industry, she could hardly answer the question except by saying that the odors of the American goods with which she was familiar lacked some note which the high grade French perfumes apparently had.

* * *

"Little Sales Effort," Says Paley

Representing the department stores, Phil Paley of Kaufmann's, Pittsburgh, spoke very frankly on the question of French competition. In addition, Mr. Paley gave a new and most interesting angle on the present competitive situation.

He said, "There are two principal reasons, to my mind, why American perfumes have failed to compete on an equal or satisfactory basis with the French.

"The first of these is that the American manufacturers have not tried to sell their perfumes. During the past five years, I do not recall that any salesman of an American house has really pushed his perfume line to me. What do they expect me to do? Beg them for it? I am sure in Kaufmann's I would have no difficulty in selling American perfumes any more than I have difficulty in selling American cold creams, compacts or any other items in the line. But if the manufacturers are not sold on their products themselves, how can they expect me to push them in my department?

"Another point is that many of the American manufacturers seem to be afraid or ashamed to come out frankly with their perfume lines. Many of them masquerade under a Paris label or a French name. In this way they add to the prestige of the French manufacturer and detract from their own prestige. They always remind me of the old-fashion animal act in vaudeville where a very handsome pony and cart are driven on the stage and then the pony wags its tail and you see it is only a dog after all."

* * *

Sees Need for Originality

The department manager of a prominent New York store which handles an extensive line of both imported and domestic goods was also interviewed. Unfortunately, the policy of this particular store does not permit mentioning this manager's name. He is, however, an authority in his particular field. He said:

"There is a prejudice against American goods on the part of many buyers. As I see it, this is a matter of originality almost entirely. The French originate perfumes, packages, wrappers, advertising, and everything else that goes with the line. Our American manufacturers see their success and proceed to copy them. It is my opinion that real originality is needed by the American manufacturers more than anything else. The connoisseur in art immediately distinguishes the copy from the original masterpiece. So does the woman in perfumes. Copying might be all right if the

copies were absolutely perfect. Again, unfortunately, the American copies of French perfumes are in very few instances up to the standard of the originals. The same is true in packaging, advertising, etc.

"I should like to see some manufacturer launch a line of perfume, perfected by himself, put up in an original style with none of the so-called French influence and without announcing himself as the proud possessor of a Paris address. I think he would get by. I would be glad to help him all I could.

"The number of copies is a fair index to the worth of a masterpiece of art. I wonder why the American manufacturer cannot see that his copies of the French perfumes do nothing but lend prestige to the originals.

"Another point which should be attacked by the American manufacturer is that of French manufacturers who are making perfumes and other preparations here and selling them under the Paris label. I believe that this could be stopped without any legislation on the subject. All it will take is nerve enough on the part of some individual or group. I hope someone will develop this nerve in the near future."

* * *

Distinctive Advertising an Advantage

The standpoint of another branch of the distributing industry was voiced by T. V. Murphy of the *Gift & Art Shop*. Mr. Murphy said that the sale of perfumes in shops of this class constituted a growing branch of the business. He believed it was rather too new a development to have worked into a definite channel as yet.

His experience, however, led him to believe that foreign perfumes were probably heavier sellers in the gift and art shops than were the domestic. This trend towards the French perfumes he was not inclined to attribute to any real superiority of the latter. He said, "I hardly feel qualified to talk of quality, but I am familiar with sales and advertising methods. I believe that in the stores in our field the only perfumes which have been or will be successful are those which are backed by advertising of the better sort.

"It is not sufficient to merely advance an advertising appropriation and insert the ordinary type of advertisement in the various mediums. I think perfume advertising should be given a distinctive, almost an exclusive tone which might be out of place in the advertising of any other line. My observations have been that the advertisements of the French perfumers have been measurably superior to those of their American competitors. I am certain that improvement along this line would be of great assistance in overcoming the prejudice against American perfumes which apparently exists in the minds of many women."

* * *

Urges Higher Class Articles

As a representative of the retail drug trade, Robert R. Gerstner, member of the firm of C. & R. Timmerman, druggists, New York City, indicated that it was his experience that there was a great preference for French perfumes in the minds of most of his customers. Mr. Gerstner gave several reasons which he believed pertinent to this prejudice.

He said, "There is undoubtedly a distinct superiority in the packages and labels of the French lines as compared with the products of the American manufacturers. We recently imported direct from France a line manufactured by a certain well known perfumer. We found that there was no leakage, that the labels remained on the bottles, and the

general style and excellence of the package was far superior to any of the well known American brands. Surprising as it may seem, these goods seemed to me to be superior to the products of the same manufacturer made in his branch in the United States. I am inclined to think that this excellence of package extends also to the perfume itself.

"My suggestion to the American manufacturer of perfumes would be to seek more for quality and style of its product and less for a reduction in the cost of manufacture. In addition, I think more originality would help him.

"It seems to me that there is no reason why a well established American manufacturer should not be able to develop as excellent a perfume in as beautiful a package as his French competitor, and I think it would pay him to do it regardless of the cost or selling price of the item. A really high class perfume of an American manufacturer could, I am sure, be sold as readily as can the high priced French brand. In addition, instead of lending prestige to a foreign line, it would give decided prestige to the other products of the manufacturer who created it."

* * *

Earnestness and Confidence Needed

As a representative of the wholesale druggist's viewpoint, George B. Evans, vice-president and general manager of Gibson-Snow Co., Inc., Albany, N. Y., writes, "There is a very distinct preference for French perfume. I believe the fact having the largest influence in this preference is that the public generally has come to believe that French perfumes are better than any other kind. There seems to be the impression also that there is more style in this line than in the domestic line.

"I see no reason why we cannot manufacture just as good perfume in this country as any other place, because the American people seldom have to admit that they cannot do things as well as other people, and I believe that by real earnestness and confidence in their products, the American perfumers would rapidly reach the point where they would be on the same plane as their French competitors.

* * *

See American Products Gaining

Coffin-Redington Co., wholesale druggists, San Francisco, report that it is their experience that American made perfumes are gradually showing an increase in volume over the imported French lines.

"We attribute this to the fact that the American perfumers are now putting out better perfumes and odors and also to the fact that their packages are now dressed more attractively," writes this distributor in reply to a letter of inquiry.

* * *

Style Important on Fifth Avenue

As a representative of a certain type of shop, Edward Stollmeyer, buyer of toilet goods for Russeks, Fifth avenue, New York City, and formerly of Franklin Simon & Co., was interviewed. Mr. Stollmeyer said:

"I find a very marked preference for French perfumes among the patrons of stores of this class. So much so that I do not stock anything excepting French goods in the department at present. In my former connection, I tried out the lines of several American manufacturers at various times, but each time I found that these goods would not sell to trade of the class which patronizes the Fifth avenue shop.

"Hence, I am forced to believe that this particular class of consumer decidedly prefers French perfumes. Many of

our customers ask for French brands by name. Some of them are familiar with these brands through European travel.

"I am not prepared to say anything about quality of perfumes since I am not a technical man, but I do recognize the superiority of many French perfumes to anything which has come to my attention from the American manufacturers. In addition, I think the attractive advertising and the originality of the packages and in fact the whole style of the various French lines excels that of the American.

"Possibly in some other type store you will find a different reaction. But on Fifth avenue, I am sure you will find a marked preference for the imported article. The best evidence is that we handle no American lines at all and have no intention of putting any on unless a real demand that can be felt is created for them."

* * *

Urges Effective Advertising

A Chicago retail viewpoint is voiced by Mrs. Gertrude C. Vincent of The Fair. Mrs. Vincent believes that the domestic manufacturers are letting the importers run away with their perfume business.

"This," she writes, "is due to the fact that some live-wire American toilet goods manufacturer hesitates in doing the right kind of advertising, boosting perfumes made in America.

"There is no question but that we can make them as good but the consumer doesn't know this.

"However, we are doing a substantial business on domestic perfumes, but not nearly what it should be, as it seems that just mentioning to the customer that a certain perfume is imported closes the sale on it."

Roses Feature New York Flower Show

Roses were in the ascendancy at the Flower Show at the Grand Central Palace, New York, last month, with commercial growers vying with one another with displays of from 500 to 1,000 blossoms covering 300 square feet. The first prize of \$1,000 in gold went to Frank Traendly, of Traendly & Schenck, Rowayton, Conn.; second price of \$600 went to A. N. Pierson, of Cromwell Gardens, Conn.

In the winning exhibit were many varieties, including Mrs. Calvin Coolidge, Butterfly, Briarcliff, Claudius Purnet, Premier, Pierson, Golden Ophelia, Templar, Rapture and other favorites.

Roses were likewise the leading motif of the dinner table decorations for which private growers competed. Mrs. Redmond Cross won first place; John W. Masury, of Center Moriches, second, and Percy Chubb, third.

Among the prize winning beauties exhibited in the major contests of the day were roses standing ten feet high. The exhibits had cost their owners nearly twenty thousand dollars to produce, and represented the loss of perhaps 25,000 buds which had been nipped off in order to force the choice large specimens.

There was a special exhibit of narcissi which came here on the Olympic for John Sheepers' display. They were valued at \$500.

Checking Up the Front Office

Time clocks, tickets and production records check up on the movements of the workers in the shop, but what are your methods for checking up in efficiencies in the front office?—*Shears.*

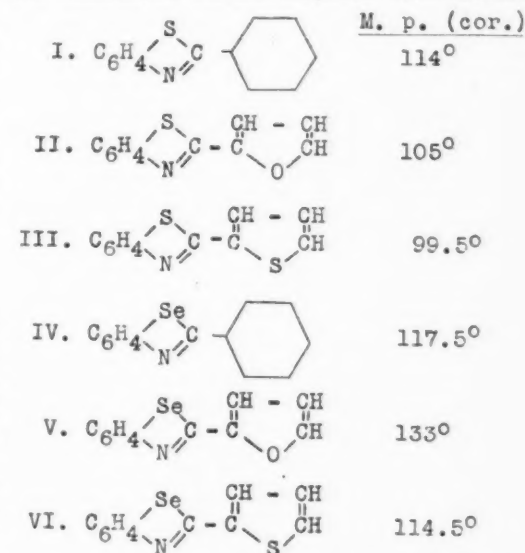
ODOR AND CHEMICAL CONSTITUTION IN THE BENZOSELENAZOLE GROUP*

By Marston Taylor Bogert and Arthur Stull

In a previous note (*This Journal* 20 453, Oct., 1925), we pointed out the persistence of the geranium or tea rose type of odor peculiar to 2-phenyl-benzothiazole (I), or "Rosenkoerper" as it has been called, when the 2-phenyl group was replaced by the α -furyl (II) or α -thienyl (III) groups.

We have since synthesized the analogous selenazole derivatives (IV, V, VI), and find that they possess the same agreeable odor. The 2-phenyl-benzoselenazole has been prepared before [Bauer, *Ber.*, 46 92 (1913); Fromm and Martin, *Ann.*, 401, 178 (1913); Bogert and Chen, *J. Am. Chem. Soc.*, 46, 2355 (1922); Bogert and Andersen, *Proc. Nat. Acad. Sci.*, 11, 218 (1925),] but the other two are new. Their preparation and chemical properties will be described in a forthcoming article in the *Journal of the American Chemical Society*.

Here, then, we have a remarkable persistence of odor type accompanying chemical compounds whose molecular



structures are similar architecturally, although they differ in elemental components. Compound VI is probably unique in containing both unoxidized selenium and unoxidized sulfur and yet possessing a pleasant odor. The aroma of all these compounds in the dry state at ordinary temperature is faint, but in solution or when warmed is pronounced.

* Contribution from the Research Laboratories of the American Manufacturers of Toilet Articles.

Really Invaluable

(*Parfumerie Davette, Toilet Preparations*, 615 N. Eutaw St., Baltimore, Md.)

Your brilliant and informative journal has really been invaluable to us in the development of our enterprise. Without it, we dare say, we would be groping in the dark. The small increase in the price of the subscription is negligible and disproportionate to the extremely high worth of your incomparable publication.

Legislative Situation Is Favorable

*Restrictive Bills and New Tax Laws Have
Been Finally Defeated in Nearly
Every Instance*

State legislation which would control or regulate the sale of cosmetics and toilet preparations, including the so-called "Model Cosmetics Bill" sponsored by the Association of Dairy, Food and Drug Officials, has been defeated in every state in which it was introduced during the winter sessions of the state legislatures. Following the extremely favorable report of conditions in this regard which appeared on Page 3 of the March issue of this journal, there remained only three states in which actual cosmetic legislation was still pending.

At that time, the New York legislature was still considering the "Model Cosmetics Bill." The Maine legislature also had a slightly modified form of this bill before it. Wisconsin had two bills, one (HB 82) a tax measure dealing with cigarettes and cosmetics and the other (S 219) placing the sale of cosmetics in the state under the regulatory power of the state Board of Health rather than the Dairy and Food Commissioner. In addition some difficulties were anticipated in the Alabama legislature where the need for state revenues was pressing and the legislature was casting about for sources of additional taxation.

The outcome of all of these proposed laws with the possible exception of the Alabama situation, has been very favorable to the industry. Conditions in that state are not yet entirely cleaned up, but there is every prospect that the proposed tax on cosmetics will fail of favorable action.

New York Bill Lost

The New York legislature adjourned on March 25 with the "Model Cosmetics Bill" still before it. Time was lacking for the complete consideration of the measure and no hearings on the bill were held. This definitely ends the possibility for this bill in New York until next year. No statement of intention has been made by its sponsors.

Maine Proposal Defeated

A hearing on the Maine bill was held on March 23. Active opposition to the measure was voiced at that time by the American Manufacturers of Toilet Articles through its counsel, Abel Smith and Dr. Curt P. Wimmer, virtually the same arguments being presented as those used in the hearings in Massachusetts reported on Pages 647 to 653 of the February issue of this journal. The hearings convinced the Committee on Agriculture in charge of the bill of the iniquity of the proposed legislation and the committee reported that the bill "ought not to pass," thus disposing of it.

Wisconsin Situation Good

Wisconsin HB 82 was killed by the house, thereby disposing of the proposed tax on cosmetics in that state. The Wisconsin SB 219 was referred back to committee following a hearing held on March 31. The committee has eliminated the word "cosmetics" from the proposed measure. Final action has not been taken as yet, but it is anticipated that the amended bill will fail of passage at the present session of the legislature.

The Alabama situation continues without definite action. No bill taxing cosmetics has been introduced and the attitude of the Governor is understood to be definitely opposed to any "nuisance" tax. There have been rumors of the possibility of a general sales tax on all commodities, but even this is still in the formative stage.

The American Manufacturers of Toilet Articles have been extremely active in the campaign against the legislation proposed in the various states and it is largely through the efforts of that association that the various measures designed to tax or regulate the industry have been defeated wherever introduced. Credit is due also to the individuals who have worked and appeared against the measures in the various states. This apparently ends the state legislation campaign for this calendar year.

Whether the bills will be re-introduced in 1928 remains to be seen.

Drug Manufacturers Oppose Cosmetic Bill

The annual convention of the American Drug Manufacturers' Association was held at the Biltmore Hotel, New York City, April 4 to 7. The attendance at the convention was well up to normal, and the business sessions were, as usual, profitable and interesting. In addition to the regular reports of officers and committees and the discussion among the membership, addresses were made at the business sessions by several nationally prominent speakers, including Major General Merritte W. Ireland, Surgeon General, U. S. Army; R. E. Dreyer, assistant director, U. S. Hygienic Laboratory, and Arthur Nash, of The A. Nash Co., Inc., Cincinnati.

The report of the secretary touched upon questions of state legislation and called particular attention to the so-called "Model Cosmetics Bill." Several members of the association spoke on this subject, following the reading of the report, and urged that action be taken by the association to oppose this measure wherever it appeared. The report was referred to the Executive Committee which handles such recommendations.

Officers of the association for the coming year are: President, Charles G. Merrell; first vice-president, Homer A. Smith; second vice-president, N. H. Noyes; third vice-president, J. H. Foy; treasurer, Franklin Black. Members of the executive committee are John F. Anderson, Oscar W. Smith, Milton Campbell and S. B. Penick.

Mexican Women Protest Cosmetics Tax

Rouged, powdered and perfumed Mexican senoritas have joined drug store proprietors in a mighty protest against new penalties imposed by the government on feminine vanity, says a cable to the New York *Herald Tribune*. A stamp tax on toilet articles, patent medicines and specialties, is the cause of all the excitement.

Dozens of drug stores in Mexico city were closed, resulting in a dearth of red-stained lips and cheeks among the feminine population.

Mr. Mellon Retains Control of Bureaus

*Treasury Head and Andrews Will Pass on Policies
of Camp, Chief of Customs, and Haynes,
in Charge of Prohibition*

WASHINGTON, April 15.—Roy A. Haynes is Acting Prohibition Commissioner. That sums up, in effect, the progress made in reorganizing the prohibition enforcement administration under the new law, which became effective April 1, creating a separate Bureau of Prohibition and a Bureau of Customs in the Treasury Department. Mr. Haynes is Acting Commissioner by virtue of his appointment as Assistant Commissioner by Secretary of the Treasury Mellon before the latter sailed for Europe March 25. Upon his return soon, he will name the Prohibition Commissioner.

Dry politicians anticipate that it will be Mr. Haynes inasmuch as the Anti-Saloon League was instrumental in placing him in charge temporarily. Mr. Mellon's own candidate for the office is believed to be J. D. Pennington, prohibition administrator for the Pittsburgh district. Should President Coolidge suggest to Mr. Mellon that the administration would best be served by the promotion of Mr. Haynes to the commissionership it is expected that Herbert H. White, former prohibition administrator for the District of Columbia and Maryland, will be assistant commissioner.

Regardless of who is appointed as Commissioner of Prohibition, however, he will have little, if any, more actual authority than Mr. Haynes exercised as commissioner under the old regime. Under the regulations for administration of the new law, as finally promulgated, all decisions of the Prohibition Commissioner will have final legal effect, but on all matters of policy he is obliged first to consult Secretary Mellon and Assistant Secretary Andrews. Concerning reorganization of prohibition and customs administration, Mr. Andrews stated:

"We want the two bureaus, set up as they are, each under a commissioner whose decisions are final, subject only to review in the courts. On the other hand, these bureaus constitute an integral part of the Treasury Department, and the actions of these commissioners must reflect the policies of the Secretary of the Treasury, who is chief of the Department. This intimate family relationship is secured under the general supervision and direction of an assistant secretary so exercised that the latter will have an actual voice in the decisions of the two commissioners before they are made."

James E. Jones, former director of prohibition, and Col. L. G. Nutt, chief of the narcotics division in the old Prohibition Unit, have been named as the two deputy commissioners of prohibition subject to qualification under the civil service regulations. Dr. J. M. Doran, chief of the technical division of the Prohibition Unit, has been retained in a similar capacity in the new organization. Dr. Doran was slated as a deputy commissioner, but expressed a preference to remain in his old position.

Ernest W. Camp, director of the old Customs Division, has been named Acting Commissioner of Customs, and upon Secretary Mellon's return to Washington will be appointed commissioner. Frank Dow, who is now serving as an assistant to Mr. Andrews on customs matters, will be appointed as Assistant Commissioner. J. D. Nevins, who has been assistant director of customs, and Nathaniel G. Van

Doren, director of the special agency service, have been designated as deputy commissioners of customs. Mr. Nevins will continue in charge of the legal division and Mr. Van Doren in charge of customs investigations.

All appointments below the rank of commissioner in both the Prohibition and Customs Bureaus are subject to qualification by the appointee in civil service examination. It is not expected that this will cause much of a shake-up in the personnel of either bureau and the majority of agents will be transferred automatically from the payroll of the Bureau of Internal Revenue to the new bureaus. District prohibition administrators will not retain incompetent persons.

Plan to Deal with Medicinal Liquor

L. C. Andrews, Assistant Secretary of the Treasury, has presented to whisky distillers and warehousemen a plan for concentration of present stocks and for replenishing the supply of medicinal liquor, the main purposes of the bill which failed of enactment in the last session of Congress. Secretary Andrews' plan calls for the organization of several corporations, not more than four in number, with adequate financial resources, to buy up all present stocks of whisky. Only these corporations would be permitted to manufacture replenishments.

The plan was considered by the representatives of the industry at a conference with Mr. Andrews on March 28, and its consummation depends on private negotiations now under way. When sufficiently perfected it will be submitted to Attorney General Sargent and the Federal Trade Commission for approval. Distribution to the consumer would be effected through the wholesale and retail druggists.

According to Mr. Andrews, the plan does not contemplate regulation of prices. The industry has shown a fine spirit of co-operation, he said, and he is hopeful that realignment of the industry in the manner suggested will be effected. If that can be done, he said, there will be no need to ask Congress for the elaborate legislation sought last session, although legislation may be necessary to curb abuses.

Haynes Must Get Approval for His Orders

Mr. Haynes' first order as Acting Commissioner of Prohibition preserved in effect all regulations prescribed prior to the new law by the Commissioner of Internal Revenue and in force on March 31. It was indorsed in the absence of Secretary Mellon by Ogden L. Mills, Assistant Secretary of the Treasury. It is assumed that under the regulations governing his office Mr. Haynes will not enter any drastic orders without first consulting Mr. Andrews. Should he do so Mr. Andrews left no doubt, in explaining the scope of Mr. Haynes' authority, that he will be promptly instructed to revoke them if they do not meet with approval.

Would Not Be Without It

(Belgian Rose Manufacturing Co., Toilet Preparations, 412 D St., Marysville, Calif.)

I would not be without the magazine for many dollars as I deem it one of the best magazines printed.

President Names Delegates to Geneva

Unofficial Americans Will Not Take Sides in Anglo-French and German Controversy Over Chemical Development—Tariff and Trade Boards

WASHINGTON, April 15.—President Coolidge recently announced the personnel of the unofficial American delegation to the International Economic Conference which convenes at Geneva May 4. Henry M. Robinson, of Los Angeles, the colleague of Vice-President Dawes and Owen D. Young in the formulation of the Dawes plan, will head the delegation. The other members are: Norman H. Davis, successively Assistant Secretary of the Treasury and Under Secretary of State in the Wilson administration; John W. O'Leary, of Chicago, president of the Chamber of Commerce of the United States; Professor Alonzo E. Taylor, of Leland Stanford University, an agricultural economist, and Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce.

The appointment of Dr. Klein, an administration official, to an unofficial delegation is the occasion of some surprise, but will be readily understood when it is realized that the Geneva conference has implications vitally affecting the United States. Without power of definite action the Geneva conference will be an effective agency in the world-wide spread of propaganda on economic subjects. To the domestic chemical industry particularly the deliberations at Geneva will be of great significance.

German Propaganda Is Hinted

It is understood that the working data on chemicals was compiled for the conference by the German members of the preparatory committee, and that they have contrived a statement of conditions which would make it appear that the future progress of the world's chemical industry and trade rests on the unhampered development of the German industry.

While not asserted in so many words perhaps, the content of the German statement is that in protecting the development of their own chemical industries the United States, Great Britain and France, too, are pursuing a near-sighted policy which will be damaging not only to themselves but to the world chemical industry as a whole. The purpose of the German document is so evident that Great Britain and France have drafted counter statements for presentation at the conference. Not an official participant, the United States has not taken this course, but the German maneuver calculated to spread this sort of propaganda is causing considerable concern to American officials.

It is understood that appointment of A. Cressy Morrison, chairman of the Commerce Department's chemical advisory committee, to the unofficial American delegation was recommended to President Coolidge for this reason. That Mr. Morrison was not appointed is a disappointment to the domestic industry. Comment in Washington seems to be that there are too many "internationalists" on the American delegation. Dr. Klein is taken as an exception, and it is assumed that he, at least, will not become embroiled in any discussions which would result in the spread of propaganda fomenting sentiment for international economic policies af-

fecting the independent integrity of American industry and commerce.

Cottonseed Inquiry to Be Continued

Prior to undertaking an investigation directed by House resolution last session to determine whether an illegal monopoly exists in the cottonseed industry, the Federal Trade Commission is reviewing evidence which it already has in its possession. When the data at hand is checked up, the Commission will proceed immediately with the active conduct of the inquiry, according to Otis B. Johnson, secretary of the Commission, to ascertain whether prices of cottonseed are fixed by a monopolistic combination and whether such alleged combination is engaged in other practices in violation of the anti-trust laws.

Linseed Oil Tariff Inquiry Held Up

The Tariff Commission will not be able to act until after July 1 on President Coolidge's request for a reopening of the linseed oil tariff case, due to the failure of the Senate to enact the second deficiency appropriation bill before adjournment March 4. The appropriation bill carried \$49,000 to finance the Commission during the remainder of the current fiscal year. The Commission's report on its original investigation recommending a reduction in the tariff on linseed oil was not acceptable to Mr. Coolidge, and the Commission had intended to make further investigations immediately, both in the United States and foreign countries, when confronted with lack of funds. It is understood that this work will proceed as soon as the Commission's regular appropriation for the next fiscal year becomes available July 1.

Boston Firm Cited by Federal Board

Samuel Dach, of East Boston, Mass., engaged in the sale of perfumery under the trade name of the Columbia Novelty Company, is charged in a complaint issued by the Federal Trade Commission with misrepresenting premiums given to agents, usually children, as a reward for their services in selling his products. According to the complaint, respondent describes a ring watch as made partly of platinum and ornamented with diamonds and a "school box outfit" as containing a gold fountain pen and a gold penknife, descriptions which, the complaint alleges are false and misleading. The Commission has not received an answer to the complaint from the respondent.

Slight Gain for Perfumes in Egypt

Egyptian imports of perfumery and cosmetics decreased slightly in 1926 following four years of steady expansion. The 1926 total was 127,872 Egyptian pounds, \$635,472 at the present exchange rate, as compared to 128,848 Egyptian pounds, or \$640,370, in 1925. France continued to supply over 75 per cent of importations, but the share of the United States increased somewhat, having a value of \$29,340, against \$27,066 in the preceding year.

Import Statistics of Raw Materials Classified

*Official Report Gives Illuminating Information About
Primary Products—Big Increase in Imports,
but Loss in Exports, for February*

WASHINGTON, April 15.—Unusually large imports of perfume materials featured February foreign trade. Imports of products embraced in the soap and toilet preparations group totaled \$1,047,000, an increase of 140 per cent over February, 1926, imports. Exports diminished 8 per cent to \$1,164,000. Receipts of perfumery and bay rum amounted to \$178,000 and of perfume materials to \$749,400. Over one-half of this latter amount represented floral essences and concretes, \$375,500 of which were bought from France.

The decline in exports of soap and toilet preparations was attributable to the reduction in soap exports from \$665,000 in February last year to \$542,500 this year, although a little less perfumery and toilet waters and of talcum and toilet powders were shipped to foreign countries. Exports of all perfumery and toilet preparations had an aggregate value of \$621,300 in February.

The essential oil trade in February was uneventful, with total imports of \$537,000, exceeding exports by \$382,000. Lemon oil imports amounted to 36,500 pounds, valued at \$65,000, and orange oil 16,500 pounds, valued at \$30,000.

Imports entered for consumption during January of essential and distilled oils, perfume materials, toilet preparations and flavoring extracts were as follows:

<i>Essential and Distilled Oils (Free List)</i>			
22700	Cassia and cinnamon.....	52,127 lbs.	70,898
22710	Geranium.....	6,396 lbs.	18,919
22720	Roses, otto of.....	640 oz.	6,437
22730	Bergamot.....	15,182 lbs.	95,204
22740	Citronella and lemon grass.....	49,625 lbs.	32,289
22750	Lavender.....	13,845 lbs.	57,898
22751	Spike lavender.....	3,498 lbs.	3,436
22811	Almond, bitter.....	1,510 lbs.	4,409
22812	Anise.....	20,756 lbs.	10,651
22814	Camphor (oils).....	160,930 lbs.	15,171
22816	Caraway.....	1 lb.	6
22818	Cananga or ylang ylang.....	2,888 lbs.	13,325
22826	Lime.....	2,693 lbs.	17,234
22827	Linaloe or bois de rose.....	1,280 lbs.	3,579
22828	Orange flower.....	63 lbs.	8,838
22830	Origanum.....	3,315 lbs.	3,560
22834	Petitgrain.....	1,167 lbs.	1,951
22836	Rosemary.....	41 lbs.	35
22838	Thyme oil.....	7,298 lbs.	3,530

<i>Essential and Distilled Oils (Dutiable)</i>			
22760	Lemon.....	19,478 lbs.	36,158
22770	Orange.....	14,649 lbs.	29,207
22780	Sandalwood.....	932 lbs.	3,194
22915	Cajeput.....	1,429 lbs.	668
22917	Cedrat or citron.....	133 lbs.	560
22919	Clove.....	210 lbs.	401
22920	Eucalyptus.....	10,713 lbs.	3,738
22927	Juniper.....	1,070 lbs.	2,633
22930	Orris.....	109 lbs.	5,035
22932	Patchouli.....	153 lbs.	896
22942	Other essential oils, n. s. p. f. no alcohol.....	25,140 lbs.	15,232
22948	Other essential oils, more than 50 per cent.....	36 lbs.	7

<i>Perfume Materials (Free List)</i>			
87220	Enfleurage grease.....	2,219 lbs.	3,304
87221	Floral essences and concretes.....	957 lbs.	139,203

<i>Toilet Preparations (Dutiable)</i>			
87200	Perfumery, including cologne— alcohol.....	20,897 lbs.	87,428
87202	Perfumery, including cologne— no alcohol.....	75,678 lbs.	29,330
87204	Toilet waters—alcohol.....	291 lbs.	177
87205	Toilet waters—no alcohol.....	803 lbs.	612
87206	Floral and flower waters, no al- cohol, n. s. p. f.....	2,475 lbs.	1,324
87230	Anethal, citral, geraniol, helio- tropine, ionone, rhodinol, saf- rcl, terpineol.....	15,832 lbs.	4,458

87233	Castoreum.....	1,608 oz.	203
87235	Musk in grain or pods.....	170 lbs.	17,267
87236	Vanillin.....	14 lbs.	44
87237	All natural or synthetic odorifer- ous or aromatic chemicals.....	7,164 lbs.	15,787
87238	Mixtures containing essential oils or synthetic aromatic substance.....	7,751 lbs.	37,622
87239	Synthetic coal-tar basics.....	7,698 lbs.	19,391
87310	Cosmetics, no alcohol.....	59,776 lbs.	46,173
8731	Cosmetics, alcohol.....	1,703 lbs.	6,261
<i>Flavoring Extracts</i>			
838560	Flavoring extracts, no alcohol.....	8,503 lbs.	2,841
838570	Flavoring extracts, 20 per cent or less alcohol.....	2,390 lbs.	1,302
838580	Flavoring extracts, 20 to 50 per cent alcohol.....	776 lbs.	1,381
838590	Flavoring extracts, over 50 per cent alcohol.....	13,420 lbs.	19,162

TRADE BOARD LOSES AYER APPEAL

WASHINGTON, April 15.—The rejection by the United States Supreme Court of the Federal Trade Commission's appeal in its case against Harriet Hubbard Ayer, Inc., is regarded as assurance that manufacturers who enforce with discretion a policy of resale price maintenance need have little fear of legal interference. The Supreme Court summarily denied on March 14 the Commission's petition for a review of the decision of the U. S. Circuit Court of Appeals for the Second Circuit which held that the order of the Commission directing the cosmetics manufacturer to drop its resale price maintenance plan had "no support in the evidence and no warrant in the law."

Another angle on the resale price maintenance issue is presented in the Federal Trade Commission's case against the New York Pharmaceutical Conference, Inc., hearings in which opened in New York City on April 4. In this case distributors are charged with coercing manufacturers to adopt a policy of resale price maintenance. According to the Commission's complaint, issued July 7, 1926, the Conference, which is composed of representatives of local associations of retail druggists doing business in Greater New York, has undertaken on the one hand, to secure adoption and maintenance by manufacturers, jobbers and wholesalers shipping into New York of fixed resale prices on their products, and, on the other to constrain retail druggists, members of the local associations, not to purchase goods from manufacturers and distributors who fail to do so.

The Kelly resale price maintenance bill which has been pending in Congress for several years will be introduced in Congress next December in a revised form which, it is claimed by its sponsors, will strengthen the original measure. The changes were made by several members of the House Committee on Interstate and Foreign Commerce acting in cooperation with officials of the American Fair Trade Association but it remains to be seen whether the bill, as revised, will draw the support of a majority of the House committee next session. Under the old bill it was contended that the manufacturer who seeks by contract with his dealer to prevent his goods from being sold at cut prices was still liable to having the contract declared unenforceable as in restraint of trade and against public policy, under the U. S. Supreme Court's decision in the Dr. Miles Medical Company case.

Guaiac Wood Oil As Raw Material

By *W. A. Poucher, London*

Author of

"*Perfumes, Cosmetics and Soaps*"

Guaiacum wood oil is a yellowish white solid or semi-solid oil varying according to the temperature at which it is stored. It has a delicate odor suggestive of roses and violets, and on this account is of interest to all perfumery chemists. The wood from which this oil is distilled, is known as Palo balsamo and prior to 1890 appears to have received no attention outside of South America. It does not seem conceivable that its sweet odor could have escaped the notice of the natives who probably used it as an ingredient in their incense, but there appears to be no record of its uses locally.

The tree, *Bulnesia Sarmienti* Lor is indigenous to the Argentine and particularly to that part of the province of Gran Chaco bordering the Rio Berjemo River. Here it attains a height of up to 60 feet and yields a hard compact wood which on exposure to the air gradually assumes a bluish green color. This is due to the presence of guaiac resin which substance, used medicinally, is obtained from *Guaiacum Officinale*. L. a tree found in Central America and particularly on the island of San Domingo. Both trees belong to the family *Zygophyllaceae*.

Guaiac wood oil was first distilled about 1891-2, and at one time was called champaca-wood oil. This description has however been discontinued owing to the possibility of its confusion with champaca oil from *Michelia Champaca* belonging to the family *Magnoliaceae*. On distillation the wood of *Bulnesia Sarmienti* yields about 5 per cent of a viscid oil which solidifies on standing but is again melted at about 45° C. The crystalline substance present in this oil is known as guaiol and is a sesquiterpene hydrate having the formula $C_{15}H_{26}O$. It is quite odorless. So far nothing is known of the chemistry of the aromatic constituents of the oil.

At one time guaiac wood oil was used as an adulterant of otto of rose but nowadays other substances, less easily detected by analytical methods, have displaced it. The oil however, is a valuable one in perfumery, but does not appear to have gained great favor with perfumery chemists, probably owing to its lack of strength of odor. This may be a disadvantage but is largely counter balanced by its tenacity.

The price of the oil is such that it makes a cheap diluent for compounds having a rosaceous odor note which it enhances. It may be used in like manner in violet compounds but smaller proportions are necessary if no marked alterations in the odor note are desired. As a basis for face powder perfumes guaiac wood oil is excellent since it blends well with the usual bases such as heliotropin, musk ketone, vanillin and coumarin. Flowery bouquets consisting mainly of jasmin, tuberose and mimosa built on this foundation are improved by it. It is not subject to change when used in stearic acid creams and is thus a raw material not to be overlooked. In soap perfumery it plays a useful part, it is stable and therefore valuable in delicate flower bouquets. When the soap is first perfumed its odor is not noticed. After standing several weeks the odor is then more marked

and seems to hold the other constituents of the perfume together. Cheap rose soaps based upon diphenyl oxide or diphenyl methane are generally rather sharp in odor; here guaiac wood oil is very valuable because it softens down their rawness and enhances the rosaceous odor note. In soap violets it imparts substance to the otherwise thin odor of violet ketone. In combination with this violet ketone and cedarwood oil and rounded off with vetiver musk xylene and heliotropin a cheap soap violet of persistence is completely assured.

WHAT ADVERTISERS SPENT IN 1926

Some extremely interesting statistics on advertising during 1926 have been compiled by the Bureau of Advertising of the American Newspaper Publishers' Association. The detailed figures estimate the newspaper space used by about 3,500 national advertisers and indicate that the total expenditure for that space was in the vicinity of \$235,000,000. Actual statistics upon which the report was based were secured from 309 national advertisers who spent an estimated total of \$100,317,000 in 1926 on newspaper advertising.

The entire list is too long for reproduction here but the record of appropriations by manufacturers in the soap, perfume and cosmetic industries is an impressive one and stands well with the record of other groups.

The following is a list of prominent national advertisers in these industries and their appropriations as estimated by the American Newspaper Publishers' Association:

Armstrong Cork Co.....	\$400,000
B. T. Babbitt, Inc.....	85,000
Bauer & Black.....	150,000
Colgate & Co.....	250,000
Coty, Inc.....	450,000
Cuticura Laboratories	800,000
Duz Co.	75,000
Forhan Co.	475,000
Houbigant, Inc.	120,000
Andrew Jergens Co.	60,000
Jas. S. Kirk & Co.....	175,000
Kolynos Co.	50,000
Lambert Pharmacal Co.	1,325,000
Larvex Corp.	200,000
Lever Bros.	1,500,000
Palmolive-Peet Co.	500,000
Paris Toilet Co.....	182,000
Pepsodent Co.	800,000
Pompeian Laboratories	170,000
Pond's Extract	235,000
Procter & Gamble	425,000
E. R. Squibb & Sons.....	400,000
VanEss Laboratories	100,000
Vick Chemical Co.....	200,000
Vivaudou, Inc.	260,000

The Preparation of Almond Lotions

By S. S. Kahn, Ardmore, Oklahoma

(Specially Written for this Journal)

The successful manufacture, on a large commercial scale of almond lotions, and emulsified creams of a similar nature is largely dependent upon quick manufacturing processes; with the minimum expenditure for machinery and handling equipment, and yet give a product that will meet with all the demands of the usual commercial requirements.

From the standpoint of ultimate sales the product should be of a creamy white consistency with or without a slight opalescence. It should not be gummy or sticky to the hands. It should not separate under any climatic conditions or on long standing in the container. It should be free from any tendency to become rancid or spoil after opening. It should not contain any free alkali or any preservative that would be deleterious to the human body. On the other hand the solution must pour easily, contain a small amount of free oils that will act as a lubricant and yet be free from a greasy feeling. It should not give the hands a harsh or chapped feeling when dry. These are the most important characteristics of a good piece of salable merchandise that can be made to supply the demands from the cheapest 5-10 cent trade to the finest ultra-fashionable requirements.

The first step in the manufacture of this product is the selection and preparation of the soap base which gives the cream its white color, opalescence and body. As manufactured in our plant a measured quantity of fatty acids, composed of 70 per cent triple pressed stearic acid, 25 per cent cochineal oil (white) and 5 per cent castor oil* is saponified with a mixture of 25 per cent caustic soda and 75 per cent caustic potash dissolved in hot water to equal 10 times the volume of the melted fatty acids. The amount of alkali necessary is determined by titration using phenolphthalein or methyl orange as an indicator. The oils are melted and poured while hot into the hot alkali which is in the mixing machine. After the saponification is completed the soap is aged which gives a portion of the stearic acid that is unsaponified an opportunity to crystallize. This gives the finished cream the opalescence that is usually much desired. The longer the soap base ages the larger the crystals and the brighter will be the solution. This is also effected considerably by the temperature in which the saponification takes place the higher the temperature the smaller and fewer crystals and vice-versa.

The second step is the preparation of the vegetable gum solution that holds the soap in suspension. Here as before indicated, is quite a bit of latitude offered to the manufacturer on the selection of his materials; as he can get a large number of various gums that will give almost identical results. It is apparent, however, that he should adopt one that will be easy to manipulate and yet, give results that would justify using the particular type needed. If Irish moss is used it is necessary to first boil the moss with water extracting the gum solution and then running through a filter press. The same applies to quince seed and agar. With India gum or Tragacanth the process as we employ it is as follows: Used on a basis of 1½ ounces gum Tragacanth to a gallon of solution the Tragacanth is dispersed with alcohol (SD 40M) amounting to 5 per cent by volume of the finished

solution. The water is heated to about 85 degrees C and the dispersed Tragacanth and alcohol slowly added. The solution forms almost instantly but we find that it is best to let it stand 24 hours so that the solution will be absolutely free from lumpiness or grains.

The third step is the adding of the soap base to the gum solution which amount is easily determined by the individual manufacturer. We use 4 to 8 ounces of the base to each gallon of gum solution. This is easily done by first heating the gum solution to about 70 degrees C. and then using a mixing machine which thoroughly incorporates the soap. The mixing is usually completed in a few minutes running at high speed.

If this mixture is allowed to stand for several days it will be seen to separate into two distinct layers, the soap coming to the top. This can easily be eliminated by adding to the finished mixture one ounce of Castile or similar soap (dissolved in a small quantity of water) to each gallon of the solution. At this point it is desirable to add the perfume oils. For creams of this type we use for scenting, a mixture of rhodinol and geraniol to which a small percentage of benzaldehyde has been added. For preservative we add in addition to the 5 per cent alcohol, ½ of 6 per cent formalin, 40 per cent solution.*

If a better product is desired, a portion of the stearic acid can be replaced by either beeswax or spermaceti, adding 5 per cent white mineral oil in lieu of the castor oil. If no opalescence is desired, the stearic acid can entirely be eliminated. If 4 per cent glycerin is added, the solution will give a product that cannot be improved upon. By changing the odor and adding a small quantity of color this same solution can be used for rose creams, cucumber creams, bay rum creams, lemon astringent creams and many others.

* Do not store lotions in iron or steel containers.

COTY VISITS LONDON

(Special Correspondence)

LONDON, April 15.—A very influential visitor from France recently paid a flying visit to London and returned almost unnoticed by the general public. He is M. Coty, the famous perfume manufacturer, and proprietor of the Paris newspaper *Figaro*. Some estimate of M. Coty's influence may be gauged by the fact that Sir Austen Chamberlain, the English Foreign Minister, accorded him an unusually long interview.

It is a matter of debate whether M. Coty or M. Renault is the wealthiest man in France. Certainly the perfumery manufacturer has an abundance of wealth, as witness his offer of 100,000,000 francs to the French Treasury, made some little time ago, an offer which was not accepted, being conditional on the Ministry adopting a certain policy.

Of Greatest Value

H. Bartold, Geo. Lueders & Co., Inc., Essential Oils, Chemicals, etc.,
510 N. Dearborn St., Chicago, Ill.

Your paper is of the greatest value to manufacturers and dealers. I look with great interest for the end of the month when your valuable journal reaches me.

Flower Growing as Business and Hobby

*How Scientific Knowledge Has Contributed
To a Very Ancient Pastime*

by Frederick Christ, of Frederick Stearns & Co., Detroit

There is nothing new in the liking of perfumes and flowers. Such a thing was going on since times immemorial.

Many bodies of the most powerful of ancient times to this day are found well preserved in aromatic herbs with plenty of proof of how much these potentates liked flowers. Temples were adorned with flowers and mystified with exotic scents. The burning of incense was a part of the act of worship and traces of it may still be found in our modern churches. In those days, incense with the aid of stupefying vapors was well utilized in giving counsel as well as in the foretelling of the future. In this power of the oracle believed even kings from far away countries, who would not start their martial activities unless they had consulted the oracle.

The most powerful only had the means to use scented waters, extracts and pomades and ever since, these habits were growing more and more popular.

There was a time when a flower was a flower and all were regarded beautiful, but "*Tempora mutantur et nos mutantur in illis*," now we are growing more partial to certain kinds of flowers. We are in possession of many secrets of interbreeding and by doing so, we may foresee possible results as to size, color and shades.

Not so long ago we were partial to the essence of rose, jasmine, violet, etc. Later the odor of exotic oriental bouquets was in style, but now, nothing but the soft airy, pleasing, exclusive scent of the most exceptional French gardens will do. Today, who can produce that, has surely the right thing.

When it comes to the gladiolus, we are sensitive not only about its tints and hues, but we even expect individual blooms to be just so large and placed so on the stem as to please our aesthetic taste.

And so, the ideal gladiolus of today is the one where the blooms come not crowded.

It must be graceful. Perfect blending of hues must not be overlooked. It is not always that the most striking flower takes the big prize, for the softer pleasing tints may have a bigger following. The spike with the crowded blooms is just as poor as the one where the blooms wander or come too far apart.

Each seed pod produces several scores of bulbs, no two of these flowers are supposed to be alike. Yet, one must grow many thousand seeds to find a bloom which stands the acid test of today.

Several thousand blooms were condemned before "Day Dream" was named. It was worthy of a name though its blooms are not among the largest. They are borne in double rows with a very symmetrical arrangement. Its color is distinct, yet odd with a touch of iridescence not often seen in this particular flower, which is light salmon, three petals of flame orange, other petals are blotched with same color, pale lavender spot on lip. Flowers average 4 inches in diameter. This variety does well in spite of weather conditions and does not require the very best of soil for good returns.

"Ce-Me" though it has only 3-4 blooms open at once deserves a name for its attractive, velvety red texture, very

good size, form and multiplication. It is a deep crimson overlaid with a brilliant scarlet sheen with cream stripe on three lower petals. Faint frosting on interior of petals, wide open flowers averaging 4½ inches in diameter.

Those who like soft creamy textures will find a favorite in "Nysis," for its bloom come big, several, yet not too many blooms are open at once, which face attractively one way. Its color is cream white, faint canary throat edged with daphne red. Flowers average approximately 4½ inches in diameter.

Many other blooms were seen several years in succession and not one of these will be named before it wins full ratification from authorities on the subject.

Porto Rican Perfumery Imports

Porto Rico imported perfumery, cosmetics, and toilet preparations valued at \$392,558 during the fiscal year ended June 30, 1926, according to a recent Consular Report. Of this total, purchases from the United States represented \$363,962 and imports from foreign countries, \$28,596. In 1924-25 the respective figures were \$299,108 and \$22,190. During the first three months of 1926-27 (July-September) purchases from the United States were valued at \$72,849, as compared with \$52,206 for the corresponding quarter of 1925-26. France is the principal competitor in these lines, but Spain also sells appreciable quantities of these products.

Persia May Ban Imports

The importation of toilet preparations into Persia may be temporarily prohibited. A commission appointed by the Government recently made a study of the possibility of reducing the adverse trade balance. The report of this commission has not yet been published but it is known that recommendations will be made to exclude temporarily a number of so called luxury articles. Perfumes, cold cream, rouges, and face powders are believed to be included in the imports which will be prohibited if the contemplated legislation is passed by the Parliament writes Consul Neilson from Teheran.

Consumption in Portugal Grows

There is a considerable and increasing consumption of toilet preparations in Portugal according to Consul General W. S. Hollis. Although the domestic production is quite substantial, and favored by high protective duties, there is, nevertheless, a market for the imported articles of good quality. At the present time the greater portion of such imports comes from France, with lesser quantities from Germany and England. The United States has not participated to any extent in this trade since 1920. It is believed, however, that American preparations, if properly introduced, would regain a place in this market despite the high duties and unfavorable exchange rate.

"Plan Your Work—Work Your Plan"

The Value of Planning Ahead for Successful Merchandising and Advertising

By Leroy Fairman

It is surprising to note the number of new toilet articles which come upon the market every year, launched hopefully by men and women to whom the field is an unknown country—often by novices in business affairs of any kind. Many of these new products are advertised after a fashion; some of them quite pretentiously. Add to these the new, or newly advertised products of manufacturers old in the business, and we have quite a sizeable total of little strangers called to our notice annually.

Whether the product is fathered by a newcomer in the business, or whether it is an old product, on the market for a long time, but for the first time advertised because its maker has just got around to realize, or admit, that advertising would help sell it, the problems and the vicissitudes which confront it are about the same. What the poor little fledgeling needs to soften its first contacts with an unfeeling world is some sort of a logical and practical plan for its presentation to its potential market; and that, alas! it seldom gets.

No man of sound sense would get out his motor car, see that its needs of gas and oil were supplied, and start for a distant city, over a totally unknown route, with no map, guidebook or other clearly formulated instruction as to what roads to take. Yet men presumably possessed of all their faculties will throw a new product upon the market with no merchandising and advertising plan to guide them—or with a plan based chiefly upon guesswork, hopes, prejudices and unauthenticated hearsay. And such a plan, of course, is as bad as none at all.

How to Form a Plan

It is not possible, within the scope of this article, to lay down a complete description of all that a plan should contain, and all the steps necessary in its formulation and execution; but the "high spots" can be hit, and the general method outlined.

The first thing to be considered is, obviously, the product; and the first thing to be asked of the product is what it will do. Assuming that it will render some really worth while service to the human race, it must next be ascertained whether it will do its work better than the goods with which it will have to compete; or, if not, whether it will do its work as well at smaller cost. Here, it will be observed, a thorough and impartial study of competing products becomes necessary.

If such a thorough and impartial investigation does not show absolutely and conclusively that the proposed commodity will render a worth while service, then it is fair to assume that there will be no demand for it, except an artificial demand created by advertising. And if it is a worth while product, but performs its service no better than do other goods, or cannot be profitably sold at a lower price than other goods performing equal service, then it is fair to assume that there is no actual need for it, and that it can only be sold by an artificial demand created by advertising.

If the product answers these vital preliminary questions in the negative, then the right and proper thing to do is to get out the old shotgun, put the product out of its misery, and bury it so deep that it can never be resurrected. There are too many toiletries of its type on the market now. There is neither honor, nor glory, nor money in adding one more to an already crowded list of commodities which, except for the packing, are as like as peas in a pod.

Determining the Outlet

But if the product can give a good account of itself in the respects outlined above, it deserves to live; and the next step in the preparation of a plan which will make its existence long and profitable is to determine just what class of people will welcome it most heartily and buy it most freely. If those who sit in judgment upon it are honest with themselves, this is not a hard matter to determine.

Suppose, for the sake of the example, that it is decided that the new product will appeal most strongly to the women of families whose income is around \$1,800 to \$2,500 a year. These figures point decisively to the industrial classes—the well-paid mechanics and artisans. It is then logical to decide that the most promising place to try out the new product is in a manufacturing city—a city of big mills and factories.

This will in all likelihood prove correct, but it will not do to choose your manufacturing city without taking many factors into consideration. General business conditions; special conditions as related to the toilet goods business; competitive conditions; number and nature of wholesale and retail outlets, etc. These factors are such as should naturally occur to any business man who was considering and comparing territories for selling and advertising effort; it is strange to find some of them disregarded or weighed carelessly in many instances. And to all the obvious factors should be added one which even the careful business man is apt to overlook—and that is the class-within-a-class to which the people of similar income in different communities often belong.

Income Not Everything

The fact that there are 5,000 families with incomes ranging from \$1,800 to \$2,500 in each of two manufacturing cities may be a deceptive fact. One city may be an excellent market for the new toiletry and the other city a poor market. If the product is one which appeals to women of a certain amount of culture—a knowledge of good things and how to use them—it might not sell well in a city whose industries were iron and steel manufacturing, whereas it would sell readily in a city whose chief industries were watch and jewelry manufacturing. The iron and steel worker may get as much money as the man employed in a plant manufacturing watches, but he is another type of man, and the women of his family are of his own class. Their knowledge and appreciation of the good things of life are lower than those of the women of the watchmaker's family. Such differences as these need to be taken into consideration

in choosing the locality for initial sales and advertising activities.

Having picked the location for the campaign, the next step is to figure out the ways and means for getting the product into the largest number of retail outlets at the least cost; with special attention, of course, to those stores catering largely to the class of people to whom the goods will most strongly appeal.

Analyzing the Location

This requires careful study. If, for example, Cleveland should be chosen for the first campaign, should the introductory work be confined to the city proper, or to Cleveland and its trading area? If to Cleveland only, should an attempt be made to cover the entire city, or only the department stores, chain stores, and such stores as are located centrally with respect to the classes of people we want to reach?

These are vitally important questions. In Cleveland proper we have a population of 796,000; taking in the trading area, which comprises all of Cuyahoga County, would give us a population of over 1,500,000. In Cleveland there are 442 independent drug stores and 41 chain stores; in the outside trading area there are 215 independent stores and 52 chain stores. By taking in all of Cuyahoga County we could reach twice as many people, and have more than 60% additional potential outlets at our disposal.

Such questions as these are generally given scant attention. The manufacturer's salesmen, or the jobber's salesmen, simply go out into the field and line up what stores they can, wherever they can. A careful analysis of the situation, a close study of all the facts and statistics available, would probably show that the best course to pursue was to cover some sections of Cleveland and for the present keep away from other sections; to work thoroughly some of the more than 40 towns within a 35-mile radius of Cleveland and stay out of others.

It will be observed that the answers to these questions will be different for nearly every manufacturer who asks them, depending entirely on the product and other individual conditions and circumstances; and that a large amount of time, labor and money can be saved by working out the sales strategy involved in a careful and thorough manner before any selling activities are attempted. And these savings of time, labor and money, together with the consequent logical selection of sales territory and sales outlets, often spells the difference between success and failure.

What Merchandising Ideas to Use

At this point in the preparation of the plan, due attention should be given to such merchandising ideas as may be employed to help the new product and insure the co-operation of the dealers who stock it.

Is the product of sufficient merit or novelty to warrant the publishing of a special booklet describing it? If so, the booklet should be prepared in advance of the time when it will be needed—not afterward.

Will the druggists distribute such a booklet if it is placed in their hands? Would it be worth while to circularize the booklet to such classes as the goods appeal to? If so, how can a list of names be secured? Would it be a good idea to get from the druggists a list of their customers, and circularize those lists?

Would it be a good idea to do some sampling in especially inviting communities? Or shall we make a special intro-

ductory offer—two packages at the price of one, or something of that kind, when we begin advertising?

Do we need a counter display? If so, of what kind? Shall we invest quite heavily in window displays, and try to make them so handsome and inviting that druggists will be glad to give them space frequently? Could we save money in that way, as against newspaper advertising? Which would be the better investment?

Can we use demonstrations? If so, how shall we plan ahead for them?

Can we use simple window strips, and induce the druggists to put them up at such times as the weather or other conditions may make it advisable to do so?

What, if anything, can we get out in the way of educational matter, to be placed in the hands of the jobber and his salesmen, and the retailer and his salesmen, so that they may be thoroughly posted as to the merits of our goods, and the reasons why they should get behind them?

After we begin advertising, or after our contracts for advertising are signed, what will the newspapers of Cleveland do for us in the way of co-operation? Have they Merchandising Departments? If so, how do they operate?

Minor Elements Important

It may be said that all of these matters would, in due course, come up for consideration—that there is nothing new about them. Even so; but *when* will they come up for consideration? When force of circumstances makes it necessary to consider them? That will be too late to handle them in an efficient and profitable manner. They should form a part of a *plan* which should be set down in black and white months before the goods are ready to be marketed; and the plan should be so arranged, and so taken up for consideration and acted upon, that all these things would be decided and, when favorably considered, put into action at the logical moment when they are needed and will do the most good.

As a general thing, the manufacturer busies himself with the goods themselves; with such major problems as packing, prices, discounts and terms; with preliminary dickering with jobbers, and coming to a decision as to whether he shall use the jobber, use his own sales force, or do both. Occupied with such matters, he forgets all minor elements in the job, and when he finally finds his main problems settled he goes ahead with his selling efforts, orders an advertising campaign to be got ready within two weeks, and the whole proposition goes off half cocked.

The question of advertising—the appeal, the mediums, the space, and the amount to be spent—also belongs, in the plan, but that should follow the other items set forth above. Advertising follows intelligent and thorough merchandising—it never precedes it.

The point I am trying to make in this article seems simple, but it is of great importance. Have a plan. Work it out most carefully and thoroughly. Consider it as a whole; then in detail. Be sure everything is in it that ought to be in it. Decide what is to be done, and start *all* the activities you decide to employ in plenty of time, so that they will be ready to wheel into line when needed. Many and many a good product has failed from lack of a proper plan to back it up.

A Welcome Visitor

(Zenith Perfume Co., Long Beach, Calif.)

THE AMERICAN PERFUMER is a welcome visitor with us, and gives us many valuable ideas.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Subsequent to the appearance of our March report of the Flavoring Extract Manufacturers' Association of the United States, D. T. Gunning, the president and Thomas J. Hickey, the general counsel and executive secretary, as well as the other officers and members of committees, have gone on with their duties in promoting the interests of the association and its members.

The death of Richard Hewitt Bond, vice-president and chairman of the legislative committee, announced in our last official report, cast a feeling of gloom over the entire membership. Funeral services were held for Mr. Bond at his late home, Halethorpe, Baltimore County, Maryland, and were attended by many of his friends and associates from Baltimore, Washington, New York, Chicago, Cincinnati and elsewhere. In an official note, Secretary Hickey voiced the following sentiment:

"To those who knew him best, Mr. Bond was held in high esteem as a real and true friend.

"If all for whom he had performed a kind act during his long life should tonight drop a flower upon his grave he would rest beneath a wilderness of blossoms."

President Gunning has called a meeting of the executive committee of the association to perfect the program and arrangements for the forthcoming eighteenth annual convention which will be held at Richmond, Virginia, Wednesday, Thursday and Friday, June 1, 2 and 3. The headquarters will be in the Jefferson Hotel.

The date originally set for the committee meeting to arrange the details has been postponed to Friday, April 22, to obtain a better attendance. The committee will meet at the Jefferson Hotel.

Members are looking forward to the convention, confident in the expectation that C. F. Sauer and his Richmond associates will provide entertainment in keeping with the traditions of Southern hospitality.

SODA WATER FLAVORS MANUFACTURERS

In the period following our March report, the usual activities of the National Association of Manufacturers of Soda Water Flavors have been carried along with the customary vigor by August Peter, the president, and Thomas J. Hickey, general counsel and secretary.

Aside from sending out a bulletin announcing the death of Richard Hewitt Bond, the work of the association was chiefly of a routine character and was conducted largely through correspondence between the members and the officers of the association.

Activities on pending legislation have been carried on with gratifying results to the membership.

VALUE OF SUGAR AS AN ARTICLE OF FOOD DESCRIBED BY DEPARTMENT

There was a time long ago when only the rich could afford to consume "sweet gravel," as sugar then was termed, and it was ordered by doctors' prescriptions. To-day it is the cheapest good food the human race possesses and, according to a report by the U. S. Department of Agriculture, furnishes approximately 13 per cent of the total energy, or fuel, value of all foods consumed in the United States.

Commenting on the consumption of sugar, Dr. W. W. Skinner, Assistant Chief, Bureau of Chemistry, U. S. Department of Agriculture, cites the proportion represented by bottled carbonated beverages, also known as "soft drinks," "soda water," etc.

"The consumption of bottled carbonated beverages in the United States is approximately ten billion half-pint bottles annually, Dr. Skinner says, "which represents a consumption of about 125,000 tons of sugar, or enough to supply the seven million people of the City of New York, with their daily sugar ration for a period of six months. Collected in one great mass, this would make a real worthwhile lump of sugar occupying a volume of four million cubic feet, or equal in size to a building 500 feet long, 200 feet wide and about 40 feet high."

The average man when at moderate labor requires a food ration which will supply to his body about 3,000 calories, or heat units, a day, Dr. Skinner declares, and he points out that a half-pint bottle of the average carbonated beverage contains enough sugar to yield about one-twentieth of the required daily energy food.

OLIVE OIL IN GREECE, 1926-27

Latest available returns for the 1926-27 olive crop of Greece place production at approximately 193,579,000 pounds of olive oil, according to a report from Vice Consul Gilman at Athens. Earlier reports indicated an oil production of about 231,489,000 pounds, but continued drought and ravages of the "dacus" or olive fly during the ripening season have resulted in a reduction of the estimate, according to the Consul. Production of olive oil in 1925-26 amounted to 126,524,000 pounds while the 1924-25 crop was 264,554,000 pounds.

Unfavorable conditions are said to have resulted in a decrease in the quality as well as the quantity of the crop. The olives are smaller in size and flavor is not up to normal. This has resulted in an inferior quality of oil.

Although oil production this season is much above that of last year, the embargo prohibiting the export of edible olive oil from Greece is still in force. This restriction does not apply to commercial or sulphured oils or to the olives.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 14,651 to 14,700, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

14,667. Adulteration of chocolate flavor, O-Sipp-O; 47 cases seized; default decree of condemnation, forfeiture and destruction. The government declared "it consisted in part of filthy, decomposed and putrid vegetable substance."

One seizure of olive oil was ordered condemned, forfeited and destroyed as having been misbranded with intent to deceive the public.

Tax Rule on Soft Drinks Amended

Treasury Decision 3967, approved February 4, amends the soft drink tax: "Article 8 of Regulations 52, relating to the tax imposed under the provisions of the Revenue Act of 1918 on soft drinks and other beverages sold in bottles or other closed containers, is hereby amended to read as follows:

"ART. 8. *Basis for tax: sale price.*—The tax is on the sale by the manufacturer of the beverage. It is measured by the price for which the beverage is sold. It is on the actual sales price of the beverage sold and not on the list price where that differs from the sales price. The tax is payable in respect to a sale made whether or not the purchase price is actually collected.

THE PRODUCTION OF TUNISIAN OLIVE OILS

The harvest of the olive oils in Tunisia begins in November.

The process of harvesting is very variable, according to the regions. In the capital, Sahel and the region of Sfax, the well cultivated olive plantations begin to produce in the sixth year.

The period of full production begins at the twentieth to twenty-fifth year, and may continue for one hundred years and longer, if one knows how to trim and rejuvenate the olive trees systematically. A tree at full production is able to yield 320 to 400 litres of olive. Certain olive trees of the Sahel and of the region of Sfax often yield as high as 640 litres of olives per tree.

The annual production of Tunisia is from 150,000 to 550,000 quintals.

The average production for the five years of 1916 to 1920 was about 386,000 quintals.

The export of table olive oils varies from 70,000 to 235,000 quintals a year; that of the second grade of olive oils varies from 7,000 to 16,000 quintals.

It is clear that, in a period of ten years, the average annual production may reach 550,000 to 600,000 quintals, which is about one-tenth of the production of the Mediterranean basin. *From Les Mat. Grasses, No. 225, Vol. 19, Jan., 1927, p. 7729.*

RECENT CUSTOMS RULINGS

Crude Chicle Duty Free as Gum

No. 2392.—GUM—CRUDE CHICLE.—Protests 162229-G, etc., of American Chicle Co. (New York).—Merchandise classified as crude chicle at 10 cents per pound under paragraph 25, tariff act of 1922, is claimed entitled to free entry under paragraph 1584.

Opinion by McClelland, J. In accordance with stipulation of counsel the merchandise in question was held free of duty as gum under paragraph 1584. Chicle Development Co. v. United States (T. D. 41894) followed.

Protest on Creme Litianal Rejected

No. 2419.—TOILET PREPARATIONS.—Protest 142645-G of Bernard, Judae & Co. (New York).—Tubes of creme litianal, a toilet preparation made without alcohol, classified at 75 per cent ad valorem under paragraph 62, tariff act of 1922, are claimed to be dutiable as a medicinal preparation or chemical compound at 25 per cent under paragraph 5.

Opinion by McClelland, J. A sample was analyzed and found to be composed chiefly of petrolatum and zinc oxide with a small amount of lanolin, gum, and perfume. On the record presented the protest was overruled.

Fusbad and Tatotrofen Protest Overruled

No. 1493.—TOILET ARTICLES—FUSBAD—TATOTROFEN.—Protest 79310-G/69828 of International Forwarding Co. (Chicago).—The appraiser reports that the so-called fusbad according to the invoice consists of a solution of formaldehyde and alum intended to deodorize the sweat of the feet and check its secretion, and that tatotrofen consists mainly of trichloroacetic acid intended to remove tattoo marks and other blemishes from the skin. They were classified as toilet preparation at 75 per cent ad valorem under paragraph 62, tariff act of 1922, and are claimed dutiable under paragraph 5, 63, 61, or 1459.

Opinion by McClelland, J. The evidence was held not sufficient to warrant a finding that the merchandise is a medicinal preparation or a chemical compound. The protest was therefore overruled.

Perfume Containers Reappraised

No. 1375.—Protest 169248-G. of B. Shackman & Co. (New York).

PERFUME CONTAINERS—WOOL PILE FABRICS.—Perfume containers in the form of bears, made from wool pile fabrics and other material, classified at 45 cents per pound and 50 per cent ad valorem under paragraph 1119, tariff act of 1922, are claimed dutiable at 40 per cent under paragraph 921, or at 40 cents per pound and 50 per cent ad valorem under paragraph 1110.

Opinion by BROWN, J. In accordance with the amended report of the appraiser the perfume containers were held dutiable under paragraph 1110 as claimed.

Appraisal Reduced on Toilet Soap

No. 2000. Toilet Soap. Protest 183361-G of Syndicate Trading Co. (New York). Toilet soap in boxes classified at 75 per cent ad valorem under paragraph 62, tariff act of 1922, is claimed dutiable at 30 per cent.

Opinion by McClelland, J. In accordance with the amended report of the appraiser the toilet soap in question was held dutiable under paragraph 82 as claimed.

Perfume and Soap in Courts and Customs

GEORGE E. DAVIS SUED BY F. W. FITCH

Suit has been brought in the United States District Court for the Southern District of Iowa by the F. W. Fitch Co., Inc., Des Moines, Ia., against George E. Davis, 237 Lafayette street, New York.

The complainant in the case, after describing its line of business and outlining Mr. Davis' former connection with the F. W. Fitch Co., which ended in June, 1926, asked the court to restrain Mr. Davis and the Davex Corp., organized by him, from manufacturing any products made with the use of knowledge he gained while in their employ, or made to compete with the products of the F. W. Fitch Co.

The company also asked the court to enjoin Mr. Davis from advertising that he was formerly connected with the F. W. Fitch Co. or from selling his knowledge of the formulae of the F. W. Fitch Co. to any other person or corporation, or from making any products that are duplicates or similar to the present line marketed by the F. W. Fitch Co.

It further asked that the Davex Corp. be enjoined from using any information or formulae obtained from George E. Davis and that George E. Davis be enjoined from working with the Davex Corp. in the manufacture of any products ensuing from knowledge gained while employed by and an officer of the F. W. Fitch Co. The F. W. Fitch Co. also claims damages for the amount of \$125,000 for alleged injury to the Fitch business.

Mr. Davis has appeared and moved to dismiss the petition on the grounds that the court has no jurisdiction over the defendant on account of his residence in New York City. Prior to the institution of this suit, two other cases were pending one by the F. W. Fitch Co., and one by Mr. Davis, but both were settled before the present suit was filed.

A formal answer to the allegations of the F. W. Fitch Co. in its complaint is being withheld until disposition has been made of Mr. Davis' motion to dismiss.

No determination has been reached as to whether the defendant shall enter a counter suit alleging that certain statements of the F. W. Fitch Co. set forth in the complaint are of a libelous nature.

Trade Board Prosecutes Druggists

Eight witnesses were called by the Government April 6 in the hearing of the complaint of the Federal Trade Commission against the New York Pharmaceutical Conference, Inc., which is alleged to have used "unfair methods of competition," with the result that there has been "an unlawful strait of trade in interstate commerce."

The testimony centered about the issuance of "courtesy cards" by the Conference to manufacturers for their salesmen, commending the latter to the members of the Conference.

Colonel William T. Chantland and Lee Cyr, attorneys for the Government, adopted a line of questioning calculated to prove that the issuance of the cards brought about a virtual boycott of manufacturers and dealers who would not conform to the policy of maintaining fixed resale prices. The witnesses were William W. Sykes, James F. Craft, W. S. Murphy, F. L. Cheney, James Beueck, T. R. Towles, J. M. Rowell and Joseph R. Warsaw, all manufacturers or salesmen.

KIRK "CASTILE" SOAP HEARINGS

WASHINGTON, April 15.—Hearings in the Federal Trade Commission's case against James S. Kirk & Co., attacking the use of the brand "Castile" on soap of domestic manufacture from other than olive oil opened in Salt Lake City on April 11, from whence the case will be carried to Minneapolis for hearings scheduled to commence April 25 and then to Chicago on May 5 where hearings probably will continue for ten days. According to advices received by the Commission from its trial examiner, Edward M. Averill, no hearings have been arranged after they are closed in Chicago, but it is not known whether presentation of evidence in this case will finally end there.

Testimony on what the term "Castile" signifies to the trade and public has been taken throughout the United States since the hearings commenced in Washington last October. During the last month hearings have been held in Dallas, Los Angeles and Spokane and before that in Tampa, Florida, Dayton, Ohio, New York, Boston and Framingham, Mass. and Portland, Me. It is probable that before the case is finally closed James S. Kirk & Co., will make another attempt to introduce the testimony of foreign witnesses.

The stock question put to witnesses by James S. Oats, Jr., of counsel for the soap company, is:

"Does the word 'Castile' signify to you that the soap so named is made from one particular vegetable oil ingredient?" Replies in many instances seem to indicate that the word has no particular significance in this respect. The impression gained from the record is that to consumers it means that the soap is made from pure ingredients, but not necessarily from olive oil. This statement is made without venturing to predict what Trial Examiner Averill's findings of fact may be.

PINAUD WINS FROM EMPIRE LABORATORIES

The case of Pinaud, Inc., against Morris Mindlin, doing business under the firm name Empire Cutlery Co. and Empire Laboratories, New York has been settled.

The suit was brought to prevent the defendant from selling or offering for sale Eau de Quinine and lilac in bottles similar in shape and with labels simulating those of plaintiff. The settlement was made by stipulation.

The defendant admitted the validity of the plaintiff's trade mark registrations, he acknowledged the common law rights of the plaintiff in the label, and he admitted selling bottles of hair tonic and toilet water as charged. He also paid \$100 in full satisfaction of the plaintiff's claim for damages, and consented to a permanent injunction.

The charges were based on the contention that the bottles were similar in shape, that they had similar metal stoppers, that on the tonic bottle a basket of flowers similar to that of the plaintiff was used as an illustration, and that the defendant simulated the Pinaud trade mark on the toilet water bottle. The decree was signed by Judge Winslow. Daniel L. Morris of Hoguet & Neary was counsel for Pinaud.

Worth More Than the Price

(P. P. Ransy, Chemist, 10 E. 12th St., St. Paul, Minn.)

Your valuable and interesting journal is more than worth the price you ask for it.

BELGIAN TRADING CO. WINS BERGAMOT CUSTOMS CASE

A final decision has been reached by the Treasury Department in the matter of the recent importations of bergamot oil imported by the Belgian Trading Co., Inc., New York. This closes a very interesting case arising out of alleged admixture of the oil with ethyl laurate.

The merchandise in question was originally entered and passed free of duty under paragraph 1631 of the Tariff Act of 1922. But on an amended return of the invoice by the appraiser, it was made subject to duty at the rate of 40c. per pound and 50 per cent ad valorem under paragraph 61 of the Tariff Act.

In advising the Collector of Customs at the port of New York of the decision of the Department, Assistant Secretary of the Treasury L. C. Andrews, reviewed the history of the case.

After the appraiser had submitted the amended return, making the importation dutiable at the higher rate, the Department inquired from the appraiser what method had been used in testing previous shipments of this oil. An investigation proved that such previous shipments had been passed by the appraiser and also by the Bureau of Chemistry without any inspection or analysis. Despite the fact that the appraiser found the presence of an admixture of commercial ethyl laurate in this shipment, *the contention of the importers that this oil was identical with previous shipments which had been admitted free of duty is upheld by the Department.*

The order of the appraisement is reversed with respect to this particular shipment only, inasmuch as it had already been passed free of duty and no notice of a change in practice had been given to the importer by the Department. The Department, however, concludes that the transferring of the merchandise to paragraph 61 is not a change of practice under the Department's other decisions, and gives as its opinion that merchandise of this character should be assessed with duty under paragraph 61 without granting the 30 days' extension requested.

Edward Plaut Discusses Cosmetics Legislation

In a recent issue of *Printers' Ink* the attitude of the American Medical Association toward the toilet goods industry was outlined by Arthur J. Cramp, M. D., director of the Bureau of Investigation of that association. Dr. Cramp discussed the so-called "Model Cosmetics Bill" and the attitude of the American Medical Association toward it and toward other proposals.

In a letter in the next issue discussing Dr. Cramp's article, Edward Plaut, president of the Lehn & Fink Products Co., New York City, takes exception to some of Dr. Cramp's statements. Mr. Plaut's letter indicates that he is in favor of federal legislation along the lines of the Pure Food and Drugs Act, but is decidedly opposed to recent attempts at state legislation on the matter.

Barbers Licensing Bill Killed

The so-called Hickey Bill which would have meant that all barbers must be examined and licensed before being permitted to do business in New York state was killed at the close of the session of the New York Legislature. Before it was reported from the committee the provisions for licensing cosmetologists and hairdressers were stricken from the measure.

V. VIVAUDOU, INC., MAY USE "NARCISSE" AS TRADE MARK

Assistant Commissioner of Patents Moore has handed down a decision in the case of the Caron Corp. against V. Vivaudou, Inc., concerning the use of the trade mark "Narcisse de Chine" for toilet preparations.

Proceedings in equity were brought by Caron Corp. against V. Vivaudou, Inc. claiming that the use of this name was the violation of the Caron trade mark. The Commissioner in his decision states that V. Vivaudou, Inc. is using a perfume that is a blend suggesting narcissus and "it has a right to use a wholly descriptive word such as 'Narcisse.' . . . So long as the trade mark of Vivaudou does not by name or symbol indicate the mark 'Narcisse Noir' it cannot infringe. I find no proof that Vivaudou has infringed the complainant's trade mark or that its goods have been palmed off as those of the complainant or that they could possibly be mistaken for complainant's by any reasonable person."

In view of this and of other decisions, the original registration of the trade mark "Narcisse de Chine" is affirmed by the Commissioner.

FLESH PREPARATION REDUCERS INDICTED

The Federal Grand Jury in New York City has indicted Willis E. Learned and Earl F. Callan on a charge of using the mails to defraud obese persons by pretending to sell them various concoctions on a promise that they would remove unnecessary flesh. It is alleged that the defendants spent annually about \$300,000 in advertising and that their income from the fake preparations was more than \$500,000. These preparations were called "San-Gri-Na," "Dr. Folt's Reducing Soap," "Silph Chewing Gum," "French Laxative Pellets" and "Sangro Salts."

In circulars and other forms of advertising sent through the mails stories were told of wonderful reductions in weight, made through remarkable discoveries by eminent physicians, along with the usual stories of wonderful results obtained by very stout persons in different parts of the country. The defendants, it is alleged, operated a number of stores under the name of the Scientific Research Laboratories. The preparations, it is charged, were merely epsom salts, scented and colored.

The indictment contains the names of a number of women who had patronized the "cures."

BRITISH INSTITUTE OF CHEMISTRY JUBILEE

LONDON, April 15.—At the forty-ninth annual meeting of the Institute of Chemistry, recently held in London, Professor G. G. Henderson, president of the Institute, said that there appeared to be some abatement of the enthusiasm for chemistry as a career which was noted immediately after the war, although the roll of membership had increased by 242 during the year to a total of over 5,200, and since the supply of chemists at present exceeds the demand more than average ability is required for even moderate success. The industries of the country, Professor Henderson continued, do not sufficiently absorb the scientific talent supplied by the universities, and he deplored the fact that many graduates had to turn to callings which had no direct relation to their technical education.

In October the Institute will celebrate its jubilee, and a medal and prize have been established in honor of the first president, Sir Edward Frankland.

Activities of Associations and Societies

A. M. T. A. CONVENTION PLANS COMPLETED

The officers and committees of the American Manufacturers of Toilet Articles have completed plans for the annual convention of that organization which will be held at the Ambassador Hotel, Atlantic City, on Monday, Tuesday and Wednesday, May 9, 10 and 11.

The outlook is for most interesting and instructive business sessions, the first of which will be held on Monday afternoon at 2 o'clock. In addition to the formal program which consists as usual of reports of the officers and committees and general discussion of these reports, the Executive Committee has secured several nationally known figures to address the members of the Association on problems of direct concern to them.

At the opening session, Frederick D. Wood, chief of the sales and marketing research division of the International Magazine Corporation, publishers of *Good Housekeeping*, *Harpers' Bazaar*, *Cosmopolitan*, and other prominent magazines, will discuss sales and marketing. A. D. Armstrong, secretary of Fritzsche Brothers, New York City, will speak on raw materials. Both Mr. Armstrong and Mr. Wood are experts in their respective fields and their discussion will undoubtedly be profitable to the members of the Association. On Monday afternoon at 5 P. M., Professor Marston T. Bogert of Columbia University will deliver a public lecture on "Science and Art in The Perfume Industry" in the Venetian Room at the Ambassador.

On the following day, the survey of toilet goods merchandising will be given by a representative of the United States Department of Commerce, and the subject of "Production Profits" will be discussed by E. E. Finch of the Karl Kiefer Machine Co., Cincinnati, Ohio.

At the Wednesday morning session, "Price Maintenance" will be the subject of an address by Hon. M. Clyde Kelly, representative in Congress from the state of Pennsylvania and one of the sponsors of the Capper-Kelly Bill. At the banquet on Wednesday evening, Prof. Curt P. Wimmer of Columbia University will speak on "Nature's Hints on Cosmetics." This address will be broadcasted through station WPG.

The entertainment committee has arranged several features, among which the golf tournaments stand out. There will be a tournament for men and another for women, both of which will be run off simultaneously on the two links of the Northfield Golf Club, Tuesday and Wednesday afternoon. On Monday afternoon, ladies will be entertained at tea and bridge, at the Golf Club. Monday evening will be given over to the annual theater party.

A novel and interesting feature of the program will be the swimming meet for members on Tuesday evening in the indoor pool of the Ambassador, featured by an exhibition by the Ambassador Mermaids. The entertainment program will close with the annual banquet on the final day of the convention.

American Bottlers to Meet in November

The convention date for this year has been set by the American Bottlers of Carbonated Beverages for November 14 to 18, which will be spring time in the selected city, New Orleans.

DRUG TRADE SECTION HEARS REPORTS

The regular monthly meeting of the Drug and Chemical Section of the New York Board of Trade and Transportation was held on Tuesday, April 12. Reports of two of the most important committees were heard and discussed by the members of the section.

The committee on legislation reported complete success in their efforts to prevent the enactment of the Hawley "Medicinal Liquor Bill" in Washington and the Jenks Bill at Albany. The report also called attention to the defeat of the so-called "Model Cosmetics Bill" in the New York State Legislature. Considerable discussion of the new state narcotic law followed this report and especially the section which places cannabis indica and cannabis sativa in the list of drugs coming under its provisions.

P. C. Magnus, chairman of the membership committee, submitted a very interesting and unusual report outlining the plan by which new members to the section could be secured. His plan calls for the active co-operation of all members of the section in soliciting those concerns with which they have the most intimate business relationship. The section voted unanimously to proceed along the lines suggested by Mr. Magnus in this very interesting report. Two new members were proposed by the committee, Joseph Personeni, 496 West Broadway, and Cooper & Cooper, 23 Cliff street, New York City.

At the close of the meeting, the question of having an outside speaker for the May meeting, which will be the last one of the present season was discussed, and on suggestion of Charles L. Huisking, the executive committee was requested to secure a speaker who would discuss the trend of the drug trade toward a certain definite section of the city.

Pan-American Standardization Conference to Meet

Unification of commercial standards of all the American republics will be the program of the second Pan-American Standardization Conference, meeting in Washington, D. C., early in May. The sessions will immediately follow those of the Pan-American Commercial Conference, also meeting in Washington.

Advocates of the adoption of the metric weights and measures in the United States are pointing to the fact that the first Pan-American Standardization Conference, which met in Lima, Peru, in 1925, endorsed the principle of standardization on the world-uniform decimal metric basis, and that it actually began its work of unifying standards for all the American republics (including the United States) on the metric basis. The first industry for which the metric units were recommended was the petroleum industry.

A. Ph. A. Ballots on Site for Building

The American Pharmaceutical Association has forwarded to its members the second ballot for the selection of a location for the proposed headquarters building of the association.

The five cities which received the highest number of votes on the first ballot are in the order named, Washington, D. C.; Chicago, Ill.; Cincinnati, O.; St. Louis, Mo., and Madison, Wis. These five are now being voted upon on the second ballot, which must reach the secretary May 1.

SPEAKERS FOR CHAMBER OF COMMERCE MEETING

A distinguished list of speakers, including President Coolidge and Secretary of Commerce Hoover, will address the fifteenth annual meeting of the Chamber of Commerce of the United States, which will be held in Washington, May 2 to 5. President Coolidge's talk will be delivered before a joint meeting of the National Chamber and the Pan-American Commercial Conference. The latter conference will be attended by representatives from the Latin-American countries and will be held in Washington during the week of the meeting of the National Chamber.

The list of speakers includes the names of business men prominent in practically all lines of industry, finance and commerce. Among the speakers will be: John W. O'Leary, president of the National Chamber; Silas H. Strawn, Chicago; John Lawrence, Boston; Victor Cutler, president United Fruit Co., Boston; Walter Parker, New Orleans; R. E. M. Cowie, president American Railway Express Co., New York; Paul T. Cherington, manager research department, J. Walter Thompson Co., New York; L. D. H. Weld, H. K. McCann Co. (formerly head research department Swift & Co.); Hugh R. Pomeroy, secretary Regional Planning Commission, Los Angeles; Harvey W. Corbett, architect, New York; Major Henry W. Curran, New York City; H. A. Smith, president National Fire Insurance Co., Hartford; Dr. S. S. Huebner, Professor of Insurance, University of Pennsylvania, Philadelphia; C. A. Ludlum, vice-president Home Insurance Co., New York; James S. Kemper, president National Retailers' Mutual Insurance Co.; F. Highland Burns, president Maryland Casualty Co., Baltimore; Leroy A. Lincoln, general counsel Metropolitan Life Insurance Co., New York; Dwight B. Heard, president Dwight B. Heard Investment Co., Phoenix, Arizona; Charles W. Lonsdale, president Simonds-Shields-Lonsdale Grain Co., Kansas City; Theodore F. Whitmarsh, president Francis H. Leggett & Co., New York; Fred I. Kent, vice-president Bankers' Trust Company, New York; Henry D. Sharpe, president Brown & Sharpe Manufacturing Co., Providence; A. J. Brosseau, president Mack Trucks, Inc., New York; Milton E. Marcuse, president Bedford Pulp & Paper Company, Richmond, Va.; A. L. Humphrey, president Westinghouse Air Brake Co., Pittsburgh.

Hairdressers Consider Publicity

There was discussed in a brief manner at the ninth annual convention of the National Hairdressers' Association, held last September in Philadelphia, a proposal to conduct a country-wide publicity campaign on behalf of the art of coiffeur, for the maintenance of high standards in the profession of hairdressing and beauty culture and for the education of the public in styles of coiffeur.

Although it was the consensus among the delegates that such a program would undoubtedly be beneficial to the profession and to the public as well, nothing definite was done about the matter. The subject was discussed in a desultory way for some time previous but it never reached a head, nor was action taken.

The board of trustees therefore resolved to take some action on the subject at the meeting to be held in Cleveland, March 6, 7 and 8. This was done and the ground was gone over and decision was made to employ a skilled and experienced publicity representative to get desirable publicity for the profession.

GLASS CONTAINER ASSOCIATION PLANS MEETING

Plans are rapidly approaching completion for the annual convention of the Glass Container Association which is to be held at Atlantic City, May 5, 6 and 7. The business sessions of the convention will begin on Thursday with an address by President Ferguson. Reports of the other officers and committees will take up most of the day.

An interesting feature planned for the first day of the session will be an address by J. S. Melville of the Conde Nast publications. Mr. Melville is head of the research department of that organization and is thoroughly familiar with marketing and merchandising problems.

On Friday, the principal address will be made by James Moore, former president of the National Canners' Association, who will discuss advertising and publicity problems. A dinner is planned for that evening with an attractive entertainment program. The golf tournament, an interesting feature, will be held on the closing day.

The committee is not yet ready to announce some other details of the program which, it is rumored, will be of considerable interest and importance. Early reservations indicate that the convention will be one of the best attended in the history of the association.

Soap Association Forms Cleanliness Institute

Cleanliness Institute, according to announcement by the Association of American Soap and Glycerine Producers, Inc., is the name under which the educational work of the Association will be carried on.

For the School Department of the Institute, Miss Sally Lucas Jean of New York has been selected as consultant and Miss Julia B. Tappan of Baltimore as director.

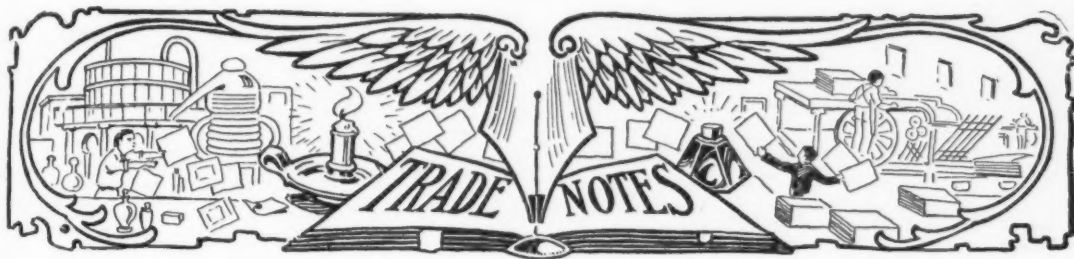
Miss Jean was the individual essentially responsible for the popularization and spread of the modern health education program in the schools. As director of the Child Health Organization of America she made practicable a popular and sound health program which has left its mark not only in the schools of America, but in countries all over the world.

Miss Jean is consultant for the Metropolitan Life Insurance Company, the National Dairy Council, the Quaker Oats Company, the Girl Scouts of America and other firms and organizations of the highest standing.

Miss Tappan, who has been closely associated with Miss Jean, is an A.B. of Bryn Mawr College and has had not only excellent training, but also experience as a teacher and as director of several important health education programs. While in the U. S. Bureau of Education, she metamorphosed the typical drab government bulletins into the colorful, salable pamphlets of the Health Education Series of the U. S. Bureau of Education. As supervisor of the Belgian students sent to America by the Commission for the Relief of Belgium Educational Foundation, she supervised some of the first university practice field work for teachers in health education and was in close touch with the outstanding health education program of national and local school departments, and colleges, normal schools and organizations.

Advertisers' Association in New Quarters

The Association of National Advertisers is now located in the new Graybar Building, 420 Lexington avenue, New York City. New telephone is Lexington 7335.



Complete confirmation has been secured of the report current for some weeks that Barclay & Co., 26 Beaver street, New York, has purchased the capital stock of Raquel, Inc., 475 Fifth avenue. Plans of the merged companies will be announced later. Barclay & Co. have for many years been prominent in the export business, their principal line being soap and their chief field the South American market. They have been exceptionally successful in the cultivation of this field and have made little effort to secure business in the domestic market.

Raquel, Inc., has manufactured and sold perfumes and kindred lines in the American market and has been successful in building up an excellent business. The two companies have not been competitors, both their products and their sales fields having been separate and distinct at all times. Each furnishes a line and a market which should be invaluable in preparing for continued expansion.

The third annual competition of small sculptures in white soap has been announced by the National Small Sculpture committee at 80 East 17th street, New York.

Two groups of prizes, offered by the Procter & Gamble Co., will be awarded—in the professional group three prizes of \$300, \$200 and \$100; in the non-professional section, for the senior group (those over 15 and under 21), prizes of \$100, \$75, \$50 and \$30 and 10 honorable mentions at \$10 each, and in the junior group (for those under 15), prizes of \$25, \$20, \$15 and \$10 and 10 honorable mentions at \$5 each.

Any number of small sculptures may be entered by the competitors, and must reach the office of the sculpture committee before May 31. The list of sponsors of the competition contains many distinguished names, including Ellsworth Woodward, director of Newcomb College, School of Art, New Orleans; Frank L. Babbitt, president Brooklyn Institute of Arts and Sciences; Frank A. Parsons, director New York School of Fine and Applied Arts, and Frederick Whiting, director Cleveland Museum of Art.

Comfort Manufacturing Co., 500 South Throop street, Chicago, Ill., recently purchased the Bonney Co., Inc., also of Chicago. The plant of the Bonney Co., which has been located at 1516 South Wabash avenue, has been moved to the Throop street address, from which place the business will be carried on under the new management. The Bonney line will be continued and pushed by Comfort Manufacturing Co., with advertising and direct sales effort. The only changes in the line will be a slight alteration in the design of the packages and the adding of a few numbers for the purpose of rounding out the line.

Colgate & Co., New York, has purchased the Pompeian Manufacturing Co., Cleveland, Ohio, through acquisition of the stock of the latter company. Announcement has been made that the Pompeian company will continue to operate as formerly, retaining its identity in every respect.

Otto F. Leopold will continue as president of the Pompeian Manufacturing Co.; S. Bayard Colgate, a director of Colgate & Co., has been elected vice-president; M. Trowbridge and George Neupower have been elected directors. These two men are connected with Colgate & Co.

One of the principal items in the Pompeian line is Pompeian



THE LATE F. W. STECHER



OTTO F. LEOPOLD

massage cream. This product was developed by Fred W. Stecher, who discovered the process and formula while employed as clerk in a Cleveland drug store. The product was first put on the market in 1901 and in 1905 the Pompeian Manufacturing Co. was incorporated. Mr. Stecher continued in control of the business until his death in 1916. At that time, Otto F. Leopold, the present head of the company and a director of the National City Bank of Cleveland became president.

The cream has had a very wide distribution and the company has enjoyed a steady and rapid growth. It occupies the plant in East 24th street, Cleveland, which was constructed under Mr. Leopold's direction.

Colgate & Co. was established in 1806. It has been known throughout the world as a manufacturer of soaps and perfumes for many years. Its purchase of the Pompeian Manufacturing Co. rounds out its line with powders and creams which already has a very widespread distribution. Gilbert Colgate is the Chairman of the Board of Colgate & Co. and Sidney M. Colgate is its president.

The capital stock of Pompeian Manufacturing Co. consists of 20,000 shares of common stock of par value of

\$100. Its last year's business amounted to approximately \$3,500,000. Colgate & Co. is capitalized for \$6,000,000 preferred, 80,000 shares of no par common and 10,000 shares of voting no par common. All of the stock of Colgate & Co. is held by its officers and directors who are members of the Colgate family. The value of the stock is carried in the annual report at \$9,000,000. Assets of the company at the end of 1925 amounted to more than \$28,500,000 and are estimated at present as more than \$30,000,000.

A test campaign in Providence newspapers, to precede national distribution and advertising, will be conducted by the Vaniva Products Co., Inc., New York, manufacturer of Vaniva shaving cream. This advertising will be handled by The Plymouth Advertising Company, Inc., New York.

Oakley & Co., manufacturing perfumers, New York City, celebrated late last month the hundredth anniversary of their founding. The company on approximately its hundredth anniversary, moved into larger and more convenient quarters at 31 West 21st street, where the laboratories and offices are now housed under the same roof. Prior to this change of address, the factory had been located at 489 Broome street and the offices at 399 Fifth avenue.

The company was organized by the late Jesse Oakley in 1827 under the style Jesse Oakley & Co. at Newburgh, N. Y. It originally manufactured laundry soaps and toilet soaps and at a later date started to manufacture perfumes and continued on these various lines for a number of years when the business was incorporated under the name, Oakley Soap and Perfumery Co. and rapidly became a leader as well as a pioneer in the field of toilet goods manufacture.

Joseph H. Calisher, the present sole owner of the concern became connected with it in 1878 as an office boy. He progressed steadily with the concern and gradually assumed more and more of the details of management. With his two brothers, A. B. and Nathan Calisher, he later organized the firm of A. B. Calisher & Co.

This firm rapidly rose to a position of considerable prominence in the industry, A. B. Calisher, its president, being particularly active in the work of the American Manufacturers of Toilet Articles, then known as Manufacturing Perfumers' Association. He held the office of treasurer of the organization from 1910 to 1917.

A. B. Calisher & Co. manufactured popular priced toilet articles and was one of the first manufacturers to undertake this line of business. It was closely associated with the Oakley interests at all times, the efforts of that concern being directed toward a better line, under its own brand name and also specializing in putting up private labels. Later the two companies were consolidated under the name of Oakley & Co. and have, since the consolidation, continued to manufacture both lines of goods.

For a time the factory was located in John street, Brooklyn, and from that address was moved to 489 Broome street, New York City.

Nathan Calisher died in 1917 and A. B. Calisher in 1918. Joseph Calisher has been in complete charge of the affairs of the company since that time. In 1921 the concern was reorganized and incorporated and has made steady progress.

The Northam Warren Corporation, New York, has appointed Pedlar & Ryan, Inc., New York advertising agency, to direct the advertising of Creme Elcaya toilet preparations.

George M. Cawthorne, perfumer, of Boston, Mass., has moved into new and larger quarters near his old location at 65 Broad street on account of the growing volume of business, particularly in bath salts, for which Mr. Cawthorne reports an unusually good demand in the New England territory. Mr. Cawthorne was a recent visitor in New York, where he called on the trade.

A branch factory of the Excelsis Products Co. of Salt Lake City, has been established in Denver, Colo. The new plant will manufacture a line of toilet goods, cosmetics and flavoring extracts, and is calculated to take care of the business originating in Colorado, Wyoming, Nebraska, Kansas, New Mexico, Oklahoma and Arizona. Claude Russell has been appointed manager of the Denver branch which is located at 1328 Lawrence street.

Net earnings after estimated income taxes of the Lambert Pharmacal Co., St. Louis, of whose capital stock the Lambert company owns 56¼ per cent, were \$2,830,746 for the year ended on Dec. 31, compared with \$2,011,940 for the previous year, an increase of 40.7 per cent. The Lambert company's share was \$1,591,834. The profits were equivalent, after dividends on the preferred stock, to \$5.30 a share on the 281,250 shares of common stock, compared with \$3.67 a share for the previous year.

The Goodhair Co., Columbus, Ohio, manufacturers and distributors of soaps, shampoo and other preparations for the hair, has been sold to C. H. Krieger, president of the Evans Chemical Co., Cincinnati.

The Goodhair Co. was organized about 25 years ago by the late E. S. Miller as the Goodhair Remedy Co. In 1923 it was taken over by M. R. Hatch and H. W. Guitner, the name being changed at that time. The sale of the company was due to the inability of the recent owners to handle the growing business in conjunction with other lines in which they are interested.

Col. F. Judson Hess, proprietor of the Hess Perfume Co. of Rochester, N. Y., accompanied by Mrs. Hess and A. C. Bell, who has been connected with the organization for 38 years, have returned from an extended trip in New York City, where they called on the trade and enjoyed the hospitality of their many friends in the metropolitan territory.

Mr. Hess reported that his business, which was established 45 years ago, specializing in the manufacture of theatrical toilet requisites, has shown encouraging gains within the last 12 months.

Ritz Laboratories, Dayton, Ohio, has been organized to manufacture cleaning compounds, soap, toilet supplies and chemical products. The company was formed primarily for the purpose of manufacturing and selling a household cleaning soap known as "Ritz."

This product formerly was made by a company at Newport, Ky. The formula was purchased by the newly incorporated concern and the plant has been moved to Dayton where production has been started.

L. E. Limbert is president and general manager of the company. He is a member of the American Society of Chemical Engineers. Paul P. Yoder has been elected vice-president, while Attorney Edward E. Duncan is secretary and treasurer.

Future advertising of the Beaver-Remmers-Graham Co., Cincinnati and Dayton, O., will be placed by the Archer Advertising Co., Cincinnati, O.

Louis Funder, formerly with Peet Bros. Co. and the Palmolive Co. in the New York district, has gone into business for himself at 534 Washington street, New York City, handling castile and other toilet soaps.

Ferd Muelhens, Inc., New York, toilet waters, has appointed the E. T. Howard Co., Inc., advertising agency, also of this city, to direct its advertising account. Newspapers are being used.

The Barcelona Products Co., New York, castile soap, which has also placed its account with this agency, is using magazines and business papers.

S. Bayard Colgate, advertising manager of Colgate & Co., was elected to the board of directors at the annual meeting of stockholders. With the election of Mr. Colgate, the board now consists of six members instead of five. The remaining directors and their titles are as follows: Gilbert Colgate, Sr., Chairman of the Board; Sidney M. Colgate, President; Austen Colgate, Vice-president; Russell Colgate, Treasurer, and Henry A. Colgate, Secretary.

Ungerer & Co. announce the addition to their sales organization of Frank K. Woodworth as special representative. Mr. Woodworth has had exceptional experience in the perfumery and aromatic material fields which will lend added interest to the friends of the company on his calls in their behalf.

Mr. Woodworth, formerly of Rochester, N. Y., attended school at Phillips Academy, Andover, Mass., and was graduated from Yale, class of 1904, receiving his Ph.B. in chemistry. Since leaving Rochester he has been prominently identified with the essential oil industry and the American Manufacturers of Toilet Articles in association affairs and comes to his new connection well equipped for this particular work.

A more intimate and closer relationship of service between the company and its customers regarding raw materials will be directly under Mr. Woodworth's care.

J. H. Tregoe, who has been actively identified with the National Association of Credit Men since its inception in 1896, will retire from his position as executive manager of the credit men's organization on July 1, according to an announcement by W. H. Pouch, president of the Concrete Steel Co. and president of the association.

Mr. Pouch said that no steps have been taken to appoint a successor for Mr. Tregoe, who has made no plans beyond giving up his active work and making his permanent home in California after a trip abroad this summer.

According to Mr. Pouch, Mr. Tregoe's decision to retire comes only a short time before the 32d annual convention of the association at Louisville, Kentucky, from June 6 to 10, which will be known as the silver anniversary convention in honor of Mr. Tregoe's first election to the presidency 25 years ago in June at Louisville.

Maison D'Or, manufacturer of mail order cosmetic specialties, has moved its laboratories and offices to 10-14 East 12th street, New York City, where better facilities are afforded to take care of its rapidly increasing business.

Carl Schaezter, President of Morana Incorporated, importers and manufacturers of basic, perfuming, and flavoring products, recently sailed for abroad on a brief business trip. Since his arrival in Europe he has advised his house that Haarmann & Reimer Chemische Fabrik zu Holzminden, G. m. b. H., Holzminden an der Weser, Germany, have appointed Morana Incorporated their exclusive sales agents for the United States and Canada. Haarmann & Reimer, established in 1874, is one of the oldest and most important manufacturers in Europe of aromatic chemicals, synthetic flower oils, and allied products. The house has a world wide reputation for its many achievements in synthesizing the odoriferous principles of plants and flowers. Among its outstanding achievements in the field of synthesis are the development of synthetic vanillin and of "Ionone." A complete stock of Haarmann & Reimer products is now enroute to Morana Incorporated.

The interesting article on the "Manufacture of Almond Lotions" which appears on page 69 of this issue was written by S. S. Kahn, head of the S. S. Kahn Co., Ardmore, Oklahoma.



S. S. KAHN

Mr. Kahn is well qualified to speak with authority on this subject. He was educated in the University of Oklahoma and took post graduate work at Clermont-Ferrand, France. Before the war he served as organic chemist with several important concerns specializing in petroleum and allied products. He served two years in the A. E. F. For the last five years he has been associated with his present company.

S. S. Kahn Co. manufactures a line of merchandise exclusively for the syndicate five and ten cent stores. It embraces a complete line of cheaper toilet preparations, consisting of twenty-two items, together with a cedar polish and various drug sundries.

Suzuki & Co., prominent Japanese manufacturing and trading house and the world's largest manufacturers of menthol, are in financial difficulties. Early reports were to the effect that the company was involved for \$250,000,000. We are able to announce, however, that information from an exceedingly reliable source is to the effect that the difficulties in which the company finds itself will be overcome without loss to creditors of the company and without serious interference to the markets in which it is interested. A complete reorganization of the company's affairs will be had, in which the Japanese government will take an active part and business will shortly be resumed on a somewhat curtailed basis. It is understood that the government will check speculative activities and that the company will be put upon a strict manufacturing and merchandising basis. Troubles of the company arose out of long stocks of several commodities, notably sugar, in an unfavorable market.

Arthur C. Herbert has resigned his connection with the foreign department of the W. T. Rawleigh Co., Freeport, Ill. Mr. Herbert had been engaged in selling vanilla beans to the consumers during his connection with the Rawleigh company.

George Mott has been appointed advertising manager of the Zonite Products Co., New York, Zonite antiseptic, and of the Larvex Corporation, Larvex mothproofing fluid. These companies are under the same management.

On and after May 1, 1927, the New York office of Colgate & Company will be at 595 Fifth avenue, at the northeast corner of Fifth avenue and 48th street, instead of at the old location, 581 Fifth avenue. The new quarters of the company are on the corner and afford large show windows fronting on both Fifth avenue and 48th street.

The Virginia Dare Extract Co., Inc., of Brooklyn, has leased a sales and advertising office in the new St. Louis National Bank Building, St. Louis, Mo.

George W. Martin has been chosen manager of sales promotion and advertising. Mr. Martin stated in a recent interview that smoke abandonment was the one item that brought St. Louis to the attention of this company.

Madame Georges Chiris, wife of Georges Chiris, president of the Etablissements Antoine Chiris of Paris, France, and Chairman of Antoine Chiris Company of New York, N. Y., has just been made a Knight of the Legion of Honor.

This high distinction, which has the unanimous approval of the Grasse people, rewards an untiring devotion during twenty years dedicated to the service of unfortunate children in creating and maintaining at Grasse the institution called "Assistance for the Little Ones."



MME. GEORGES CHIRIS

Madame Georges Chiris is also honored for her admirable record during the great War as a leader in the work of one of the French Red Cross Societies. She also acted as a Major-Nurse of several ambulances of the front line during the entire duration of the war.

Sherer-Gillett Co., Chicago, Ill., established in 1852, whose principal business for many years has been the manufacture of standardized display and storage equipment for the merchant, are concentrating their entire energies on this main division of their business, and are adding several new lines of standardized store fixtures, including freezer display and storage cases.

Certain departments of the business have been sold to others, and former customers on these lines are being referred to the Frank Tea & Spice Co., Cincinnati, O., which has purchased the extract and spice departments; the Royal Baking Powder Co., New York, which has purchased the baking powder department, including allied items; the Gillett Saffron Co., Chicago, which has purchased the saffron department, and E. & A. Onler, Inc., Chicago, who have purchased the cocoa department. The trade marks, good will, etc., of the various "Gillett" brands in connection with the items above enumerated, have also been purchased by the parties named.

Christo Bagaroff of Entcho Ch. Bagaroff & Fils, Sofia, Bulgaria, arrived on the *Olympic* April 12, for a brief visit to the American market.

Earnings of the U. S. Industrial Alcohol for 1926, after operating expenses, maintenance, repairs, administration, amounted to \$1,451,926, against \$2,687,057 the previous year.

George Louis, Jr., for the last eleven years manager of the New York office of Fries & Fries Co., Cincinnati, O., has resigned, effective May 1. Mr. Louis, after many years in our industry, will leave it to become associated with Herbert Heller & Co., investment securities, 60 Wall street, New York City.

J. Henry Leonhard, president of the Theodor Leonhard Wax Co., Haledon, Paterson, N. J., sailed on the *New York* April 21 in company with his son, Hermann R. Leonhard, for a two months' stay in Europe.

Mr. Leonhard, who has been connected with the Theodor Leonhard Wax Co. since May, 1873, has not been in good health for several years past; and he intends to take a course of treatment at Tolz, near Munich, Bavaria. Mr. Leonhard and his son expect to return about July 1.

Schulte Retail Stores Corporation and subsidiaries report for 1926 profit of \$6,726,910, after expenses and depreciation, but before Federal taxes, as compared with profit of \$6,416,931 in the previous year.

After estimated Federal taxes the net profit was \$6,408,910, equivalent, after providing for dividends on the 8 per cent preferred stock, to \$5.06 a share on 1,116,140 no par value shares of common stock, as against \$5,237,264, or \$4.69 a share on that share basis in 1925.

The total assets of the company as of December 31 were \$40,922,362, against \$35,095,905 at the close of 1925.

H. Bartold, manager in Chicago for George Lueders & Co., New York, was recently quoted at some length on general business conditions by the Illinois Chamber of Commerce. Mr. Bartold's opinions will, we believe, be of particular interest to members of our industries. The following is his statement:

"Considering the many mergers and combines of jobbers and manufacturers, I realize more and more that the profits on all merchandising have been continuously reduced for several years, on account of hand-to-mouth buying. Concerns are trying to effect mergers in order to reduce their overhead and selling expenses which today threaten to reduce the profits of merchandising to a very large extent.

"Competition, as strong as it is today, has brought about hand-to-mouth buying. Jobbers and manufacturers all over the country are today ready to accommodate their customers with prompt delivery of small amounts of merchandise at the same price which they paid several years ago for very much larger amounts. The result of this continuous accommodation means increased clerical work, increased delivery charges and numerous invoices of small amounts and naturally also brings about more work in collecting outstanding amounts.

"No merchant can deny the fact that the cost of jobbing and distributing has been increased 25 per cent since 1914. It is therefore quite apparent that any business house which is looking for a prosperous continuance has to stand ready to do a larger volume of business than in former years in order to be compensated for the smaller amount of profit in doing business."

Alois von Isakovics, who was graduated recently from the New York Military Academy, Cornwall-on-the-Hudson, has become connected with the Synfleur Scientific Laboratories, Monticello, N. Y., where he will be associated in the management of the business with Luis de Hoyos, business manager of the company. Mr. de Hoyos is the son-in-law of M. Upshur von Isakovics, president and treasurer. Mr. von Isakovics is the son of the late Dr. Alois von Isakovics who was the founder and first president of the Laboratories.

Through his mother's side, the young man is descended from a long line of American ancestors, tracing his genealogy back to early colonial Virginia. The Upshur family has long been prominent in annals of that state and numer-

Connecticut for many years; delegate to the Connecticut State Convention which ratified the Constitution of the United States in 1788 and member of the first Continental Congress.

Synfleur Scientific Laboratories was founded in New York City by the late Dr. von Isakovics in 1888 and was moved to its present location in Monticello in 1904. Mrs. von Isakovics ably assisted the founder in the development of the business. Dr. von Isakovics was recognized as one of the foremost scientists in his line in the United States. He was an active member of most of the scientific societies and a lecturer at Columbia University and other colleges and universities.

FOUNDER AND OFFICERS OF SYNFLEUR SCIENTIFIC LABORATORIES



LUIS DE HOYOS



MRS. M. UPSHUR VON
ISAKOVICS



THE LATE DR. VON
ISAKOVICS



ALOIS VON ISAKOVICS

ous members of the family have held positions of authority not only in the state but in the nation from the earliest colonial times.

The family traces directly back to John Yardley, who was living in County Stafford, England, in 1402. His descendant, George Yeardley, came to Virginia in the ship *Deliverance* in 1609. He was a member of the Virginia Company and a member of Her Majesty's Council for Virginia, and in 1618 was appointed governor of the colony of Virginia.

Another branch of the family which united with the Yeardley line traces back to Arthur Upshur of Essex, England, who, with his brother Abel, came to Virginia and secured grants of land in 1637. From these two are descended most of the prominent Upshur family in the United States.

Among those in the particular line from which Mrs. von Isakovics is descended on her mother's side were Abel Parker Upshur, 1790-1844, who was appointed Secretary of the Navy by President Tyler in 1841 and succeeded Daniel Webster as Secretary of State in 1843; and John Henry (Nottingham) Upshur who was prominent in the navy during the Civil War and rose rapidly from the position of midshipman, becoming commandant of the Brooklyn Navy Yard in 1882, rear admiral in 1884 and Commander in Chief of the Pacific Station in the same year. He voluntarily retired in 1885.

The family is also connected with the celebrated Fairfax family in Virginia and also with the Bolling family, which traces its descent from Pocahontas and John Rolfe. Mrs. von Isakovics's father was Josiah Robert Sturges, grandson of Judge Jonathan Sturges, judge of the Supreme Court of

Election of Harry Arthur, vice-president of the American International Corporation, to the board of directors of the United States Industrial Alcohol Co., is understood to follow the acquisition of a large stock interest in Industrial Alcohol by American International. While there was no official announcement, it is also understood the Air Reduction Co. will be given such recognition.

Air Reduction already has affiliations with the alcohol company through a 75 per cent interest in the Compressed Carbonic Co., of Baltimore, which was formed jointly in 1920. Other joint arrangements are understood to have been made in the chemical field in which the Industrial Alcohol is interested through its subsidiary, the United States Industrial Chemical Co.

Percy C. Magnus, president of Magnus, Mabce & Reynard, Inc., 32 Cliff street, New York City, is chairman of the Essential Oils Group Committee of the campaign now being conducted to raise \$1,000,000 to assist the Boy Scout Foundation in creating a large permanent boys' camp for the Boy Scout Troops of New York. Each borough under the plan will have a separate camp in an immense tract of land with a special lake for its individual use. More than 100 buildings will be required.

The general chairmanship for the chemical industries is held by William A. Harmon, president of Roessler & Hasslacher Chemical Co., New York.

E. Lelong, essential oils, has returned from a business trip through the Middle Atlantic states and is now on a trip through the Middle West in the interest of his firm.

Frank S. Hyatt, president of the Brass Goods Manufacturing Co., Brooklyn, has returned from a few weeks vacation at Southern Pines. Before leaving Mr. Hyatt said that business had been very good and that he had worked harder than usual during the last few months. An ardent golfer, he spent much of his time at the resort on the links trying to break his own if not the course records.

In this issue, advertising page 97, appears the first advertisement of the Primrose Laboratories, Chicago, recently incorporated in Illinois. L. A. Solo, who has long been identified with the manufacture of compacts, is the president. The company is offering to the trade a new line of cold cream compacts and lip sticks.

The Rossville Co. of New York will move about May 1 to larger and more convenient quarters in the B. & O. warehouses, at 26th street and 11th avenue, New York City. Rapidly growing business has forced the company to leave its old quarters at 78 Beach street. The new offices and warehouses will afford much better facilities for handling this growing business.

William Handler, who resigned his connection with the Pompeian Manufacturing Co. when that concern was taken over recently by Colgate & Co., is spending some time in New York. Mr. Handler's immediate plans are for a well earned vacation. During this time he will look over the industry with a view to the purchase of an established toilet preparation or proprietary remedy business.

Mr. Handler was educated in the Philadelphia College of Pharmacy and Science and entered business in Cleveland, Ohio. There he became acquainted with the late F. W. Stecher, founder of Pompeian Manufacturing Co., and for several years was associated with Mr. Stecher as a consulting chemist. Nearly ten years ago he joined the staff of the Pompeian company with complete charge of chemical and experimental work. At various times he also held important executive positions with the company. Mr. Handler's announcement appears on advertising page 138.

Charles B. Welch, of the Perfumery Importers' Association, was elected a director for three years at the sixth annual meeting of the National Council of American Importers and Traders, Inc., held recently at the Hotel Astor in this city.

Wangler Budd Co., Inc., are now located in new and larger offices at 205 West 14th street, New York City, where ample space is also provided for laboratories. The telephone of the new address is Watkins 5615-5616-5617.

The company, which is exclusive agents in the United States and Canada for Polak & Schwarz, Ltd., Zaandam, Holland, announces the appointment of O'Brien & Bushnell, 304 Pioneer Bldg., as its St. Paul representatives.

An offering of 7 per cent preferred stock of Dow Chemical Co., is made by the Union Trust Co., of Cleveland and Watling, Lerchen & Hayes, of Detroit, at 103 to yield over 6½ per cent. The Dow Chemical, with its principal plant at Midland, Mich., was incorporated in 1897, taking over a business in production of various chemicals for pharmaceutical and industrial uses, which was founded by Dr. H. H. Dow in 1890.

Milton C. Whitaker has resigned as vice president of the U. S. Industrial Alcohol Co. and as president of the U. S. Industrial Chemical Co., with which he has been connected since 1917. Dr. Whitaker will continue his affiliation with both companies as a director and consulting chemical engineer.

Dr. Whitaker, who is well known in the industry, was educated in the University of Colorado, from which he was graduated in 1898. Later he received the degrees of Master of Science and Doctor of Laws from the same university, and the degree of Doctor of Chemical Engineering from the University of Pittsburgh in 1915.

In 1902 he joined the faculty of Columbia University as an instructor in industrial chemistry and a year later left to join the Welsbach Co., Gloucester, N. J., as general superintendent, a position he held until 1910. In 1911 he was made head of the chemical engineering department of Columbia University and at the same time was editor of the *Journal of Industrial and Engineering Chemistry*.

In 1922 Dr. Whitaker's services to chemistry were recognized by the presentation to him on behalf of the Society of Chemical Industry of the Perkin medal.

The Gillette Safety Razor Co. has declared an extra dividend of 12½ cents, with the regular quarterly of \$1 a share, both payable June 1. Net profit for the first quarter totaled \$4,066,434 after taxes, depreciation and other charges. This is equivalent to \$2.03 a share on the no par value shares and compares with net profit of \$3,861,809, or \$1.93 a share, in the first quarter of 1926.

The net profit for 1926 was \$13,311,412, after taxes, reserves and other charges. This is equivalent to \$6.65 a share earned on the 2,000,000 shares of stock, and compares with \$12,089,857, or \$6.04 a share, in 1925.

Business embarrassments since our last report:

David Allison, pharmacist, 3505 Broadway, New York, filed bankruptcy petition. Liabilities, \$11,047; no assets.

Clyde M. Allen, druggist, Cortland, N. Y., bankruptcy petition. Liabilities, \$15,964; assets, \$9,455.

Jarkof A. Quargordt, chemist and pharmacist, 2401 Myrtle avenue, Ridgewood, L. I. Liabilities, \$22,669.39, assets, \$9,027.85.

Royal Cocoa Co., cocoa and flavoring extract manufacturer, Camden, N. J. Laren N. Wood of Bound Brook and Albert E. Brewster of South Orange appointed receivers under joint bond of \$25,000 by Judge Runyon. Liabilities, \$270,000, assets about the same.

Samuel Levine, doing business as Samart Pharmacy, 202 West 81st street, New York. Liabilities, \$14,672, assets, \$7,821, main item being stock \$7,000. The estate of S. Rosenblith is listed as secured creditor on a claim for \$8,630.

John J. Ludwig, druggist, 55 South 18th Street, Flushing, L. I. Liabilities, \$5,627.90, no assets.

Strand Drug Co., Inc., 813 Eighth avenue, New York. Bankruptcy petition filed by Vesery & Triandafilau, for \$219; Morris Rosenberg, \$250; Jack Unger, \$175; David Steinhardt was appointed receiver, under \$1,000 bond, by Judge Winslow. Liabilities not stated; assets about \$4,000.

Benjamin B. Engel, toilet articles, 15 Calhoun avenue, New Rochelle, N. Y. Bankruptcy petition dismissed and Maurice Zuckert appointed receiver under \$1,000 bond.

Wilfred L. Manard, druggist, 6801 North Clark street, Chicago. Liabilities, \$11,464.39; assets, \$4,800.

To a realization of advertising as a powerful factor in business development, officials of Lever Brothers Co. largely attribute the spectacular progress of the business of their company in recent years. While advertising is today accepted as a powerful stimulus to business, if not one of the governing factors for success, especially in the specialty line, it is only a short time ago when but few firms realized just how important it was, and only during the last dozen years have many business concerns acquired a true perspective as to its value.

In 1898, Lever Brothers Co. purchased the plant and business of the Curtis Davis Co. in Cambridgeport, Mass. Curtis Davis Co. was one of the pioneers in the soap manufacturing business in the United States, and at the time of its sale to the Lever interest it had been operated for several generations. The business at that time, however, was still a comparatively small one with a modest plant of frame construction. When Lever Brothers took over the business, it was decided to continue the chief Curtis Davis brand, Welcome Soap. In addition the new owners started the introduction of various brands and specialties of their own.

For some time after this, the company, while prospering, enjoyed only a slow and steady growth such as it had had under the former management. Certainly, there was nothing in its progress which would indicate any such development as was to come later. The change from slow to rapid growth and from moderate to exceptional development may be said to have started about 1912. From that time forward growth in sales and profits has been consistent and rapid. The accompanying views of the plant in 1912 and in 1925 give a vivid picture of this

development in the history of the Lever company.

Late in 1912 Francis A. Countway, now president of the company, was placed in charge of the business and he immediately set in motion the plan of campaign which inaugurated the rapid forward movement of the company.

Recognizing that advertising was required to give impetus to sales, a campaign was immediately started to place the products of the company more generally before the public. At the same time, the new management realized that in addition to advertising, there must be a story to be conveyed to the readers of the advertisement. There must be a background in the form of a product into which a measure could be painted. With these ideas the company set about launching their various specialties.

The first brand to be definitely developed under the new plan was Lifebuoy Soap. The company based its claims for this product upon the fact that it embodied a new principle which it denominated the health ingredient principle.

It based its work in promoting sales upon bringing home to the public the difference between this particular product and other soaps. Following the success of this product, the company brought out Lux, for which it made the perfectly truthful claim that it "won't shrink woollens and won't turn silks yellow." Progressing from this slogan it went about advancing the message of style without extravagance. This tied up the product with the newest in current fashions and represented another forward step in successful advertising.

Other products were brought forward later using different appeals but basing the entire campaign upon the individual merits of the product and the fact that these could be con-



THE LATE LORD LEVERHULME,
FOUNDER OF LEVER BROS.,
LTD., ENGLAND



PRESENT LORD LEVERHULME,
HEAD OF LEVER BROS., LTD.,
ENGLAND



FRANCIS A. COUNTWAY,
PRESIDENT, LEVER BROS. CO.,
CAMBRIDGE, MASS.



VIEW OF LEVER BROTHERS' AMERICAN BRANCH, CAMBRIDGE, MASS., SHOWING TREMENDOUS GROWTH IN LAST DECADE

veyed in understandable fashion to the public as a whole through advertising. Other specialties and brands in the present Lever list include Rinso, Lux Toilet Form, Pears' Soap, Sunlight, Monkey Brand and many others.

While this review deals primarily with the American Lever interests of Cambridge, it is of interest to note that companies associated with this concern comprise an organization of world-wide dimensions. The American company has been developed out of its own earnings into a place in the front rank of domestic soap manufacturers. The parent concern and associated companies have for many years constituted the largest soap organization in the world. This business is now headed by Viscount Leverhulme, of London, son of the late Viscount Leverhulme, the founder of the business, and by F. D'Arcy Cooper, chairman. The associated companies control factories, plantations and fleets of steamers and extend their branches from England to Japan and from Canada and the United States to South Africa and Australia.

Conrad Raab, managing director of Chemical Works Roermond, H. Raab & Co. Ltd., Roermond, Holland, arrived on the *Olympic* April 12 for a brief visit to the United States. Mr. Raab's principal errand is to confer with the agents of his company, Magnus, Mabee & Reynard, 32 Cliff street, New York. He plans no calls on the trade during his present visit.

Chemical Works Roermond are large manufacturers of aromatic chemicals and synthetics, specializing particularly in artificial musk. In addition to the plant and general offices at Roermond, the company has a plant at Lisse, Holland, where it is producing a natural floral oil of hyacinth. This plant is located in the midst of the famous hyacinth growing section in Holland. Mr. Raab states that when he left the hyacinths were in full bloom and the work of producing the oil was under way.

After May 1, Richard M. Krause will be located in new offices in the Marbridge Building, 1328 Broadway, New York City. The present address of the company is 130 West 42nd street. The business and line of the company are attractively set forth in its advertising insert which appears in this issue between advertising pages 146 and 147.

Carl Weeks, president of the Armand Co., Des Moines, Iowa, sailed from New York on the *Olympic* on March 25. Mr. Weeks intends to visit England and France and will return to the United States about May 10.

A quarterly dividend of fifty cents per share has been declared on the common stock (\$25 par value) of the American Can Co., payable May 16, 1927, to stockholders of record at the close of business April 30, 1927.

Eugene Vanesse, perfume manufacturer, has moved his plant from Valencia, Venezuela, to Maracaibo. His address in the new location is P. O. Box 334.



CONRAD RAAB

Robert H. Hervey, who has been connected with the paper business for many years, has been appointed general sales promotion manager for Louis Dejonge & Co., New York, and his duties include supervision of the Fitchburg, Mass., division of the company.

Mr. Hervey began his connection in the coated paper business with Dill & Collins Co. in Philadelphia. Subsequently, he was in charge of the Philadelphia office of Louis Dejonge & Co., where he remained for five years, after which he spent two years in calling on dealers and in traveling from one mill to another to perfect his knowledge of the paper business.

Mr. Hervey has studied all branches of the industry, from production and sales angles, and as a result, he brings to his new task a wealth of useful experience.

Dr. Eugène Charabot, of Charabot et Cie, Senator from Alpes Maritimes and officer of the Legion of Honor, and Mme. Charabot announce the marriage on February 15 of their daughter Paulette to Eugene Donadei. Mr. Donadei is a lawyer and deputy administrator of the Société des Grands Hôtels, Nice, France. We join in extending congratulations to Mr. Donadei and best wishes to his bride.

The Amami Co. has been conducting an Australian National Beauty competition for two months. The prizes were £50, £25, £15 and twenty of £5 each. The judges were Miss Ada Reeve, the actress, and L. L. Woolcott, the editor of the *Triad*. The competition was planned to advertise the Amami shampoo powder.

In our March issue we reported the birth of a son Jean, to Mr. and Mrs. Denis Saisse of Grasse. Mr. Saisse is the proprietor of Cavallier Frères, whose American representative is Pierre Lemoine et Cie., Inc., New York.

Paris-Mode Parfum Co., Inc., is the new style of the company formerly known as Du Barry Parfum Co. The company announces the change of name and states that there has been no change in management and none in sales policy.

Mrs. P. R. Dreyer and daughter, Mrs. Orrin C. Isbell, have returned from a vacation trip to Florida. They spent several weeks at various points in that state and stopped in Washington for several days on their return trip.

Construction is to start soon on a soap factory for the Golden West Soap Manufacturing Co., a firm recently organized at Nampa, Idaho. Those interested in the venture are Dr. J. C. Lay, N. L. Swift and K. C. Glancy.

Harry C. Ryland, popular essential oil man, left April 18 for his customary Spring visit to the trade in the Chicago territory. Mr. Ryland, of course, made his headquarters at his Chicago office, 236 North Clark street.

Charles A. Swan, vice-president and general manager of Antoine Chiris Co., New York, sailed on the *DeGrasse* April 13, for a visit to the offices of the parent company, Etablissements Antoine Chiris, Paris and Grasse.

Julian W. Lyon, broker in essential oils, is now located in offices on the eleventh floor of the new Royal Building, 95 Fulton street, New York City. Telephone numbers are unchanged, Beekman 1168-9.

The Philadelphia office of the Kuhne-Libby Co. has moved to larger quarters at 308 Chestnut street.

We have received a card from F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York, advising that he and Mrs. Watermeyer have arrived safely in California after an enjoyable trip through the Panama Canal and up the West Coast.

During the last two years, according to reports just made public, 449,258 visitors called at the Du Pont Products Exhibit on the Boardwalk at Atlantic City to view the various articles on show there made from du Pont raw materials. These included nearly 200 different lines, and consisted of hundreds of articles made in whole or part of Fabrikoid, Pyralin, chemical products, rubber products, rayon, dyestuffs, Cellophane, Duco, paints and varnishes.

Special exhibits were made of the newer products recently put into manufacture by the company.

Katherine MacDonald, chosen against all comers by Antoine Donnelly of the Chicago *Tribune* as America's most beautiful woman, five or six years ago, is the proprietress of a new beauty parlor business in Hollywood, Cal. Many of her products are made from her own recipes by her own hands. In a colored smock Miss MacDonald may be found in her laboratory of an afternoon stirring up the ingredients she uses for her facial creams, or mixing the powders for the proper tint.

Malcolm G. Gibbs, president of the Peoples Drug Stores, Inc., in his annual report to stockholders recently said the chain was now on a normal \$8,000,000 annual sales basis. While earnings in 1926 did not increase proportionately to sales, he said, this was because it was necessary to enlarge the company's organization.

Mr. Gibbs pointed out that the company has grown from operations limited to the District of Columbia in 1925 to a chain of stores in Maryland, Pennsylvania, Virginia and West Virginia. He said this resulted in increased overhead expenses which had not been fully absorbed but would be met in 1927. Sales in the first two months of 1927 were 35 per cent ahead of those in the same period of 1926.

W. J. Bush & Co., Ltd., of London, has been awarded the first order of merit gold medals for essential oils, concentrated fruit flavors and synthetic perfume chemicals at the New Zealand and South Seas Exposition. This exposition, which was held in 1926, consisted of displays of manufactured products chiefly of New Zealand and the South Seas.

Belgian Trading Co., Inc. moved its offices on April 14 from 15 Moore street to 211 Water street, between Fulton and Beekman streets, New York City. The new arrangement is more convenient than the former one as both offices and warehouses are now located at the same address. The telephone numbers of the company are Beekman 6870-6871.

Nathan Kasdan, president of the Majestic Metal Specialties, Inc., New York, will leave for Europe with his family on the *Majestic* on May 14 for a three months' vacation trip. During this time he will visit France, Germany, Austria, England, Switzerland, and Italy. The trip is primarily for a vacation, but Mr. Kasdan will also take the opportunity of observing European conditions in his line.

Sun Tube Corp., Hillside, N. J., recently established what is to be known as its Research Division. The new department, while fundamentally intended for research purposes, is a special machine building unit.

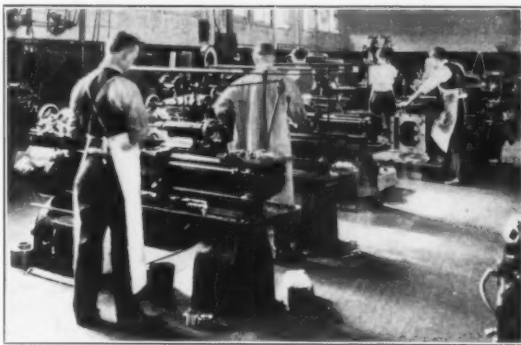
It is in charge of John F. Friden, a graduate engineer who has had experience in machine design, has served an apprenticeship as a mechanic and has been specializing in Sun Tube problems practically since the company was organized.

The staff of the department, in addition to Mr. Friden, consists of a junior engineer, who does the production drawing, three mechanics, and two pattern makers, including one experienced in model and development work who was trained by the Westinghouse Co. in a special machine development department. Another is a general machinist and still another is an extremely capable mechanic who was graded AAI on the New Jersey classification.

Considerable additional equipment has been and will be added to the general tool room. It consists of: a General Electric hardening furnace with Leeds-Northrup control; a Worthington double-acting, six inch air compressor for chip removal and cleaning purposes, and general air supply; a Pratt & Whitney, No. 1, deep hole drill; a Universal shaping saw; a Landis hydraulic grinder; a U. S. Tool grinder; a Norton single purpose grinder, a No. 4 Van Normin internal grinder; a No. 3 abrasive surface grinder; an Ames bench lathe 8"; three Pratt & Whit-



FRANK J. LYNCH



SUN TUBE CORPORATION RESEARCH DIVISION

ney, model B, 13", tool room lathes; a 23-inch engine lathe, full geared head; a No. 2 full Universal Milwaukee milling machine, with circular table and high speed milling attachment; an Ames over-arm precision milling machine with special attachments for cap tool work; a 24-inch Gould & Eberhardt invincible shaper, with Universal table; a 3½ foot high speed Bickford radial drill and double spindle, Cincinnati ball bearing drilling machine; and a supersensitive Muehlmat drill.

For planer work, the company has arranged with Gould & Eberhardt to take care of its requirements, and now

has under construction the first of ten Sun Automatic Machines for operation other than extrusion to be followed by two special machines that have been designed, but are not yet under construction.

Frank J. Lynch, president of the company, anticipates a continued and rapid development of the business and believes that he will be able to keep about seven mechanics busy on the work.

Mr. Lynch says that research work at its best helps to increase production and reduces manufacturing expense. To accomplish these ends, and to bring the plant to its maximum capacity, the new department was recently established.

Schimmel & Co., Miltitz, Germany, manufacturers of essential oils, flower ottos, natural isolates, synthetics, essences, etc., founded in 1829, which has been the property of the Fritzsche family, Leipzig, for generations, has taken over by amalgamation the well-known concern of E. Sachsse & Co., of Leipzig, which is engaged in the same line, hitherto owned by Dr. O. Lampe and Mrs. S. Dufour-Feronce, with all assets and liabilities, stocks, manufacturing processes and recipes. At the same time, it has been converted into a private limited company (registered capital £300,000.—and ample reserves), the shares of which will remain in the family.

Schimmel & Co.'s business will be carried on as hitherto, the management remaining in the hands of the former owners, of whom the senior partner, Karl Fritzsche, will act as chairman of the board, and Hermann Fritzsche will be the sole acting director of the limited company.

Customers of E. Sachsse & Co.—even as regards their specialities—will now be supplied exclusively from Miltitz, near Leipzig.

Jacob Polak, president of Polak's Frutal Works of Amersfoort, Holland, will arrive in New York on the *France*, April 27. Mr. Polak expects to spend some time with the New York sales organization of his company, Polak's Frutal Works, Inc., 180 Lafayette street, of which he is the president. The company is also affiliated with La Zanclea, Messina, Italy, manufacturers of citrus oils. Mr. Polak's visit is chiefly concerned with the introduction of several new specialties of his company.

Offices of V. Vivaudou, Inc. will be moved in the near future from the old address at 418 West 25th street to 233 Spring street, New York. The company has secured excellent quarters at the new location, which is in the vicinity of the approach to the new Hudson vehicular tunnel soon to be opened. At the new address the company will occupy the basement and four complete floors. The building is of modern concrete and steel construction and is especially well adapted for the use of the Vivaudou company.

During the last four years, \$1,833,123 was spent in advertising by the Duz Co., Inc., New York, manufacturer of Duz washing compound, according to its annual report. During this period sales have increased from \$240,495 in 1923 to a volume of \$1,674,007 in 1926.

Net profit for 1926, after all charges, amounted to \$24,263 as against a deficit in 1925 of \$283,652. A portion of past development expenditures has been transferred to good-will, which is listed at \$700,000 in this report.

Hearings in the case of Mulhens & Kropff Inc., vs. Ferdinand Muelhens, Inc., were held before Judge Mack of the United States District Court for the Southern District of New York, April 9 and 16. The facts in the case were briefly outlined in our March issue, page 16. Decision was reserved. Lucius E. Varney of Emery, Booth, Janney & Varney represented the plaintiff and George Scull represented the defendant.

The Owens Bottle Co. and subsidiaries report for the year 1926 a net profit of \$6,928,656, after charges and Federal taxes. This includes a profit of \$1,439,739 derived from the sale of investments. The 1926 net is equal, after allowing for dividends on the 7 per cent preferred, to \$9.15 a share earned on 695,101 common shares outstanding par value \$25.

Colgate & Co. have appointed Young & Rubicam, New York advertising agency, to direct the advertising of their line of cosmetic and perfume products. The George Batten Company, as heretofore, will direct the advertising of Ribbon Dental Cream, toilet and laundry soaps and shaving preparations.

Etienne Descollonges of Descollonges Frères, Lyons, France, is expected to arrive on the *Paris* April 26 for a short visit to the American market. He will make his headquarters with Benj. French, Inc., New York City, American representatives of his company and will call on the trade with Charles D. Edwards of that concern.

Herman G. Weicker, formerly secretary and treasurer of E. R. Squibb & Sons, Brooklyn, N. Y., and lately of the Calco Chemical Co., Bound Brook, N. J., has joined Dodge & Olcott Co. as vice-president. Mr. Weicker needs no introduction to the drug, chemical and allied trades.

Xavier and Leon Givaudan, principals of L. Givaudan & Co., Geneva, Switzerland, arrived in New York, April 20, on the *Paris*, for a visit to the American branch of the company, Givaudan-Delawanna, Inc., 101 Fifth avenue, New York City. During their stay in the United States, the annual sales convention of Givaudan-Delawanna, Inc. will be held, giving the representatives of the company throughout the United States an opportunity to meet the principals of the concern. Dr. E. C. Kunz was elected vice-president of the American company at the recent annual meeting.

On Thursday evening, April 14, there was a bowling match between teams representing the Delawanna plant of Givaudan-Delawanna, Inc., and the New York office of the same company, the office rejoicing in having won all three games of the match.

The first game was won by a score of 782 to 725, the second game by the same team, 765 to 655, and the third game by the score of 757 to 721.

Outstanding performances were a 201 game by N. Zoon of the Delawanna team and a score of 198 by C. Armstrong of the same team. The New York team made no exceptional scores but was more consistent.

The following are the names of members of the two teams, Delawanna: C. Armstrong, H. F. Duff, Dr. M. Szamatolski, George Meyer, Dr. G. A. Geiger, N. Zoon and C. Weston, who substituted for Mr. Zoon in the final game. The office team was composed of Edward Booth, W. H. Adkins, Dr. E. C. Kunz, George Warren, Joe Muly, M. Lemmermeyer and W. A. Bush, who substituted for Mr. Muly in the third game.

CHICAGO TRADE NOTES



WM. LOEWENSTEIN



B. F. ZIMMER



O. H. RASCHKE

NEW OFFICERS OF CHICAGO DRUG & CHEMICAL CLUB

Chicago Drug and Chemical Club held its annual election on March 31 at the Furniture Mart Building, in Lake Shore Drive. The following officers were chosen:

President, William Loewenstein; vice-president, B. F. Zimmer; secretary, R. J. Swing; treasurer, O. H. Raschke; directors for two years, Dr. George F. Fiske, E. V. Doyle, L. J. Bertoli and Paul E. Gibney.

F. T. Comstock's report as secretary for the year just ended showed gratifying results. There was a net increase of 28 members, bringing the total for April 1, 1927, up to 201 members. The report reviewed in detail the entertainments and events of the year, all of which proved very successful. The golf auxiliary is no longer in its infancy, five tournaments having been held, with many prizes.

More than seventy-five members sat down to the annual dinner, which was thoroughly enjoyed. Later all returned to the club rooms and participated in an evening of more or less exciting sport, every member starting the fun with ten thousand dollars of special club money that was good at all the sporting events on the program. Ed Cassidy, of the Owens Bottle Co., captured the big prize of the evening with winnings of a million and a half, which gave him a fine golf bag. Other prize winners were: A. C. Drury, C. R. Spaulding, J. H. DeLamar, E. Snow, O. H. Raschke, J. A. Wolfe, M. Woldenberg, F. R. Lally, J. L. Thomas, E. W. Carpenter, F. T. Comstock, Harry Spohr, J. M. Murphy, C. S. Curtis and A. G. Schneider. Several others won prizes, but in the excitement of the hot finish, they forgot to register their names. Anyway, there was plenty of fun and everybody had a good time. All voted the entertainment committee thanks for the pleasure and excitement.

A. C. Johnson, W. W. Scott and W. E. Hall have organized the Arwell Products Co., with offices at 4554 Broadway, Chicago, to manufacture and sell chemicals and other articles for the trade.

Sidney Neuman, William J. Dowd and T. Von Holst have organized the Graleh Corporation with offices at 10 South LaSalle street and a capital stock of \$20,000 to manufacture and deal in articles for the drug and cosmetic trade.

O. D. Kitchen, I. J. Rosenbloom and O. S. Mitchell have organized the Lake Laboratories at 1700 Wilson avenue to manufacture and deal in toilet preparations and other lines for the trade.

According to the latest reports the James S. Kirk & Co. soap factory, for many years a landmark at Michigan avenue and the Chicago river, will be closed down on July 1, 1928, and the equipment and business of the factory will be moved to the new plant that will be completed by that date in West North avenue. Plans for a huge business building for the site are under way and work will start when the factory moves.

The Walgreen chain of drug stores will soon have a new warehouse for stock and manufacturing operations. The company has closed a lease for a three-story building to be erected at 37th and Iron streets in the central manufacturing district. There will be more than 150,000 square feet of space in the new building.

Paul Stewart, Quinby Stewart and D. Kelly have organized the Stewart Products Co., with offices at 800 North Clark street, to make chemicals and cleaning compounds.

The Emil J. Paidar Co., barbers' supplies, has moved into a new factory building in North Wells street. It is a seven-story fireproof building with the latest equipment.

Robert Brashears, son of J. W. Brashears, general manager of the Dearborn Chemical Co., was seriously injured in an automobile accident last month.

Christ Coros, Harry R. Chapman and W. M. Hayes have organized the Coros Beauty Co., Inc., with offices at 6752 Stony Island avenue, to operate beauty parlors. The company has a capital stock of \$10,000.

H. Bartold, manager of the George Lueders & Co. Chicago branch, has returned from his semi-annual business trip to Canadian points and reports the business outlook as improving in that territory.

C. D. Behan is in charge of the Illinois Hairdressers' convention on April 18, 19 and 20 at the Sherman Hotel and expects a large attendance from out of the city.

The entertainment committee of the Chicago Drug and Chemical Association, which handled the annual meeting festivities, was composed of C. E. Carson, chairman, and J. L. Thomas and O. H. Raschke.

The Larkin Co., according to E. A. Powers, manager, of the Peoria plant of the company, intends to enlarge the facilities of the factory in that city by 50 per cent and plans are being made by the home offices at Buffalo to expand the business of the company in various parts of the country.

The Iowa Soap Co., of Burlington, has received word that G. P. Peck of St. Louis has accepted the offer made to him for a plant located at Edina, Mo. Plans are being made for the opening of the factory immediately.

Semrad Chemical Co. has moved to new quarters at 224-230 West Huron street. New telephone is Superior 6319. The company manufactures flavoring extracts.

The Turnell Drug Co. has decreased its capital stock from 2,000 shares to 25 shares and the Troup Drug Co., at 114 North Elizabeth street, has reduced its capital stock from 1,000 shares to 25 shares. The Matthiesen Drug Co., at the same address, has made the same reduction in capital.

Joseph J. Moss, G. W. Laughagen and Eva A. Sturm have organized the Eva A. Sturm Corporation to manage the beauty shops in the Congress Hotel. The new company has an authorized capital of \$10,000.

A fire caused \$5,000 damage to the building of the Ben-ner Chemical Co. and the Victor J. Poll Co. at 1535 West 43rd street.

The stock of Oscar Block & Co., at 108 West Lake street, was sold at auction on March 16 to satisfy creditors.

The Fruitex Co. has been organized at Benton Harbor, Mich., to manufacture a line of extracts and fruit juices.

The Austin druggists have formed a co-operative organization to buy and sell cosmetics, drugs and sundries to meet the competition of the chain stores in that part of the city.

The Economical Drug Co. has increased its capital stock from \$750,000 to \$1,500,000, to take care of the rapid expansion of the business in the Chicago territory.

Dr. Harold F. Davidson has been appointed chemist for the Arabian Laboratories, at Erie and Franklin streets. He was formerly with the L. A. Van Dyk.

Maurice R. Riskind, Harry Bitzsten and Ben E. Jaffe have organized the Portes Drug Co. with a capital stock of \$500,000, and headquarters in the new Bismarck Building at 173 West Randolph street. The company will operate the drug and cosmetic stores at Wells and Randolph streets, and other stores may be added in the near future.

In line with the other big drug chains in Chicago, Buck & Rayner, who were organized in 1858, have leased the loop corner in the North American Building at State and Monroe streets.

The Arabian Toilet Goods Co., has moved from its old address at 6 North Michigan avenue to 223 West Erie street.

Edgar M. Ornstein, Harry Halperin, Saul Wolfshon, J. C. Stokes, Jr., and Charles A. Bellows have organized the Halperin Co. with offices at 558 East 49th street, Chicago, to manufacture and deal in drugs and toilet goods.

David A. Bennett, of Albert Verley, Inc., reports that business of the Chicago headquarters is going along in fine shape and that the outlook is for a fine increase for the spring months.

George Marzec, Frank Globe and Frank Sobota have organized the United States Works, Chicago, to manufacture and deal in cordials, extracts and other food products.

The many friends of George Woods, brother of Frank Z. Woods, will be glad to hear that he is recovering nicely from an operation at the U. S. Veterans' Hospital, Dwight, Ill.

The Melba International Co. has surrendered its charter to the Secretary of State and retired from business under that name.

NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., New York City, have issued their March-April, 1927, price list of essential oils, perfumers' materials, fruit essences, vanilla beans and other items. The list, which is intended for dealers and manufacturers, quotes wholesale prices on the various products listed.

THE U. S. DEPARTMENT OF COMMERCE has issued the report of the Joint Committee on Invoice Simplification. A meeting of the committee held in Washington in February adopted a form of invoice which is being mailed out with the report. The Department hopes to secure the general adoption of this new form and is requesting representative concerns in all industries to adopt it.

ALSO ENGINEERING CO., 47 West 63rd street, New York City, has issued a new catalogue describing its "Hy-Speed" Electric Filter Tank Units and "Hy-Speed" Electric Bottle Fillers. The catalogue is illustrated with cuts of the machines and a brief summary of their commercial and technical features.

PIERRE LEMOINE, INC., 108 John street, New York City, has issued a wholesale price list of essential oils, organic chemical preparations, natural synthetic flower oils, floral waters, and other products for the perfumer and soap manufacturer. The list is an extremely complete one, covering virtually all the products used in these industries.

MID-WEST BOX CO., Chicago, Ill., has issued a "Barometer Letter" from the pen of J. P. Brunt, its president. The letter outlines business conditions in the industry in part as follows:

"The demand for our goods was better in December than we expected, but orders fell off considerably, as usual, in January. In February, however, the demand is picking up rapidly and just now orders are coming in pretty heavy. Indications are that the volume for March and April will be very satisfactory.

"Prices on the materials which enter into the manufacture of our goods are considerably higher than December and this, of course, is reflected in the prices on

the finished products. We believe there is still a possibility of further advances and would suggest to our customers that they cover for their requirements for the next sixty days."

In addition to the presidency of the Mid-West Box Co., Mr. Brunt is also executive vice-president and sales director of the Container Corporation of America and president of the Paperboard Industries' Association.

TH. MÜHLEHALER, S. A., Nyon, Switzerland, has issued a circular describing a new chemical product which the company states produces the odor of otto of rose. Writing of this product, Felix Cola, chemist-perfumer, Paris, in an article quoted in the circular, says:

"The rose is the most perfect flower. Its line is complete. It is the syntheticism of the absolute flower, one of the jewels of the earth . . . the diamond of the floral world.

"Otto of rose is the most appreciated oil by the perfumers. It has a subtle aroma and the most suave note. But the genuine oil of rose cannot reproduce the perfume of all kinds of roses.

"Th. Mühlehaler, Ltd., of Nyon, have discovered a new chemical body which has the very same perfume of the rose and this product enables the perfumers to create all the perfumes of all the various roses.

"The latest discovery, Rose Amorphe, a new chemical product in crystals, produces the true perfume of the flower. It can be used in solutions or in powder form if it is to be incorporated in face powders. It has an extraordinary fixative power and I may add that Rose Amorphe is a remembrance of a dream crystallized in a flower scent."

The company is represented in the United States by Orbis Products Trading Co., New York.

PEERLESS TUBE Co., Bloomfield, N. J., has issued two attractive little circulars to the trade, one entitled "The Four Cardinal Points" and the other "You Wouldn't Pour Dirt Into Your Watch." Both outline the various distinguishing points of Peerless tubes.

MAC K TRUCKS, INC., in a recent issue of the *Mack Bulldog* show in interesting detail the making of truck and bus bodies in which, the company states, buyers of its products are more and more interested. The Mack interests also announce a new six cylinder 'bus which is illustrated in the current issue.

THE STANLEY MANUFACTURING Co., Dayton, O., have mailed to the trade an attractive catalogue showing Stanley metal seals for Christmas and holiday use. Included in the catalogue is a sample Christmas card with the metal seal attached.

KELLER-DORIAN PAPER Co., 110 Fifth avenue, New York City, have issued an extremely attractive circular in which various colors of fancy paper are displayed through a frame representing an ancient Viking ship.

Charles W. Armour

Charles W. Armour, vice president and director of Armour & Co., died at his home in Kansas City, March 22, at the age of 66. Mr. Armour had been in charge of the Armour interests in Kansas City since 1901.

IN MEMORIAM FOR DEPARTED FRIENDS

ARNOLD, FRANCIS R., founder of F. R. Arnold & Co., importers of perfumery, New York, April, 1922.

BERGHAUSEN, EDWARD, of the Berghausen Chemical Co., Cincinnati, Ohio, April, 1918.

BOAKE, ARTHUR, chairman of A. Boake, Roberts & Co., Ltd., Stratford, London, E.C., April, 1925.

BULTMAN, RICHARD C., president of the A. P. Babcock Co., New York, April, 1919.

COUTELLIER, GEORGE, representing Orbis Products Trading Co., New Orleans, April, 1925.

DEWSNAP, JOHN B., soap manufacturer, Rockville Center, L. I., April, 1926.

DOCK, WILLIAM, soaps, Cincinnati, April, 1924.

EAVENSON, MARVIN M., president of J. Eavenson & Sons, soap manufacturers, Camden, N. J., April, 1926.

FORTHMANN, J. A., Los Angeles Soap Co., April, 1922.

JENKS, ARTHUR EDMUNDS, Hanson-Jenks Co., perfumers, New York City, April, 1911.

JOHNSON, WALTER C., JR., president of the Tyson Co., Paris, Tenn., April, 1926.

JURGENS, WILLIAM B. A., founder of W. B. A. Jurgens Co., extracts, etc., Brooklyn, N. Y., April, 1916.

LAFFITTE, GABRIEL, long connected with Roure-Bertrand Fils, Grasse, France, April, 1925.

LEIGH, CHARLES N., manufacturing perfumer and chemist, New York City, April, 1916.

LOWE, WILLIAM, president of William Lowe Barbers' Supply Co., Des Moines, Iowa, April, 1916.

MILLER, FRANKLIN K., founder of the Excelsior Soap Works, Reading, Pa., April, 1922.

MULLER, A. J. A., retired from perfumery, essential oil and soap trades, Beverly, N. J., April, 1916.

RITCHIE, THOMAS W., vice-president W. C. Ritchie & Co., Chicago, April, 1926.

ROBINSON, ROSWELL R., retired soap manufacturer, Malden, Mass., April, 1923.

SCHMIDT, HERMAN B., president of the Twitchell Process Co., Cincinnati, Ohio, April, 1921.

SPRINGER, ISADOR, retired from Imperial Metal Manufacturing Co., Long Island City, April, 1916.

STICKLES, GEORGE, president of the Eastern Extract Co., Boston, Mass., April, 1915.

STILWELL, A. A., of A. A. Stilwell & Co., essential oils, New York City, April, 1906.

SWINDELL, GEORGE B., Swindell Brothers, Baltimore, April, 1926.

TOMBAREL, JEAN HENRI MARIE head of Tombarel Frères, Grasse, France, April, 1914.

Dr. Frederick B. Power

Dr. Frederick B. Power, long associated with the Bureau of Chemistry, Department of Agriculture, and an outstanding expert on essential oils, died at his home in Washington late in March. His body was found in the apartment which he occupied on March 26. Death is believed to have been due to heart disease.

Dr. Power was born in Hudson, N. Y., in 1852. He was educated at the Philadelphia College of Pharmacy and the University of Strassburg, Germany. He won several prizes for research work in his chosen field, and was the author of several authoritative scientific translations. With Professor Roger Adams, of the University of Illinois, he perfected a process for synthesizing chaulmoogra oil.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Leiser & Leiser, perfumes, Manhattan Borough, New York City, \$10,000, I. M. and L. J. Leiser. (Filed by Wise & Ottenberg, 206 Broadway, New York City.)

Parfums Luyna, toilet preparations, Manhattan Borough, New York City, \$10,000, E. H. Gane and R. Karch. (Filed by P. T. Ingram, 3 West 16th street, New York.)

Innoka Laboratories, perfumeries, Manhattan Borough, New York City, \$100,000 capital stock, F. A. Dalmas, W. J. Saunders. (M. M. Guillermo, 258 West 72nd street.)

Jaciel Perfumers, Manhattan Borough, New York City, 100 shares common stock, J. M. McDonald, L. V. Day, W. W. Weitlich. (Gwinn & Pell, 522 5th avenue, New York.)

Sanlo Manufacturing Co., Brooklyn, N. Y., \$50,000 capital stock, E. F. Quirke, H. S. Hellingsworth. (H. F. Braithwaite, Albany, N. Y.)

Franco-American Beauty Institute, Manhattan Borough, New York City, \$1,000, P. Ceaser, G. Dupuis and H. C. Goebel. (A. J. Appell, 36 West 44th street.)

Barnes Manufacturing Co., Inc., Philadelphia, Pa., laundry and soap manufacturing machines, \$1,000,000, J. A. Burns, A. E. Messman, J. C. Richards. (Filed by John Bradbury, Wilmington, Delaware.)

Rose Lole, Manhattan Borough, New York City, cosmetics, L. C. Wilson, S. Goldstein, S. Blinken. (Filed by M. H. Goldstein, 2 Lafayette street, New York.)

U. S. Label Co., Passaic, N. J., manufacture labels, \$100,000, R. W. Krause, T. F. Hall, Jr., P. C. Lenz. (Filed by McGuire & Duffy, Passaic, N. J.)

Delaine Page, Manhattan Borough, New York City, beauty parlors, 100 shares common stock, D. Page and E. Erwin. (Filed by W. J. Cronin, 111 Broadway, New York.)

Lechar Powder Puff Corporation, Manhattan Borough, New York City, \$5,000, H. Glowinsky, I. Pepperbloom, M. Silbert. (M. J. Gould, 230 5th avenue, New York.)

Frank L. Gregory, perfumes, Manhattan Borough, New York City, \$1,500, A. and S. Kleebat and F. L. Gregory. (Mann & Reiss, 150 Nassau street, New York.)

Odor-Products Corporation, Brooklyn, N. Y., chemicals, etc., \$15,000 capital stock, L. J. Horowitz, E. A. Marks, C. Tannenbaum. (S. Rabinowitz, 149 Broadway, New York.)

Roxy Dollar Cleaners, Bronx Borough, New York City, \$15,000, J. J. Freedman, 620 Madison avenue, New York.

National Barber Shops, Manhattan Borough, New York City, beauty parlors, 100 shares of common stock. Reswick & Avrutis, 15 Park Row, New York.

A. B. K. Cleanser Co., Inc., Dover, Del., \$25,000, Capital Trust Co. of Delaware, Dover.

Dandroff Corp., Manhattan Borough, New York City, hair tonics, 200 shares common stock, T. S. Hope, J. B. Rosenfeld, B. W. Gotthelf. (E. J. Ludvigh, 1451 Broadway, New York.)

Ritz Laboratories, Dayton, Ohio, soap, toilet supplies, chemical products, \$5,000, has been incorporated by L. E. Limbert, Paul P. Yoder, Edward E. Duncan, G. L. Cummings and Evelyn V. Heikes. Durable Novelty Co.

Durable Novelty Co., Manhattan Borough, New York City, combs, tooth brushes, etc., \$5,000, F. Raff.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

THE ESSENTIAL OILS. By Horace Finnmere, B. Sc. (Lond.), F.I.C., 880 pages, octavo. D. Van Nostrand Co., New York, 1927.

Since the classic investigations of Wallach have opened the way to systematic research work about those interesting and commercially valuable products of plant life which are customarily summarized under the name of volatile or essential oils, this field has always been occupying a considerable space in the reports on chemical activities. Not only are new oils constantly being added to the already quite large list of known ones, but laboratory work of numerous chemists is continuously revealing new facts about the composition of these strangely complex products, the knowledge of which is still far from being complete. Therefore, though we already possess a number of excellent books on essential oils, it is evident that these must within a short time become incomplete and antiquated. New editions of existing works or altogether new attempts to summarize our temporary knowledge on essential oils thus become a frequent necessity, and it is to fill this want that Finnmere's work is now presented to the public.

On 880 pages about 1,000 different essential oils are described, stating their botanical origin, mode of production, physical and chemical properties, as far as known, and methods for testing their quality and purity. The work does not contain a systematic description of the various chemical substances which come here under consideration, but their properties are generally described under the various oils of which they form the chief constituents. The book is, therefore, apparently not intended for the chemist who wants to study the subject methodically, but it rather represents a reference book for those who are already familiar with the general way of making investigations in this field of knowledge and who want to find out what has been done so far in this respect. To these the book will offer a multitude of interesting and useful data which were originally distributed over a wide area of sometimes rather inaccessible literature.

C. KLEBER.

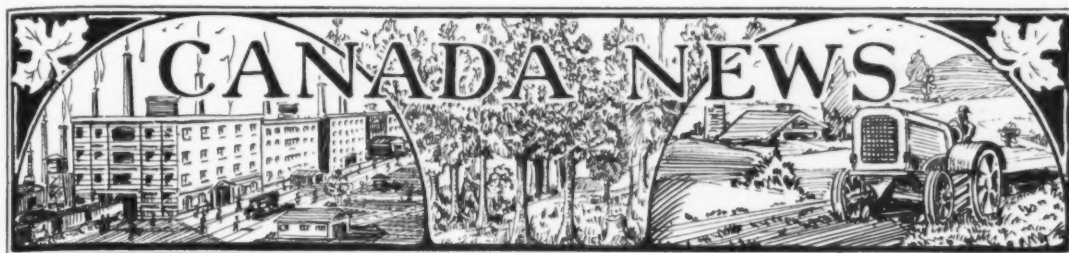
TRADE MARKS FOR PERFUMES, TOILET ARTICLES AND SOAPS, Supplement No. 2. Compiled by the American Manufacturers of Toilet Articles, 305 Broadway, New York. Price of Supplement No. 2, \$1.

This is the second supplement to the original compilation of registered and unregistered trade marks for perfumes, toilet articles and soaps, and lists those registered in the United States Patent Office between July 6, 1926, and the week ending December 28, 1926, together with such unregistered trade marks as have been submitted to the association since the first supplement was published.

The price of the original volume is \$3.50; Supplement No. 1, \$1.50; Supplement No. 2, \$1.00.

Golden Mermaid Products Co., Atlantic City, N. J., manufacture cosmetics, 25,000 shares preferred, 10,000 shares no par common. J. C. Furlong, J. E. Rossell, Jr., W. I. Garrison. (Carlton Godfrey, Atlantic City.)

Robet Toilet Requisites, Manhattan Borough, New York City, 100,000 shares. A. V. Hamburger, H. Hirschhorn. (S. S. Hamburger, 1440 Broadway, New York.)



MONTREAL

MONTREAL, April 15.—At this writing, the most important event of the year for every class of business in Montreal and the surrounding district is in progress. The river is opening, and with it the season of navigation and the period of activity in the port of Montreal. By the time these lines are in set in type, ships will be sailing out of Montreal harbor, and others coming in, starting the movement of a few more hundred millions of dollars' worth of goods into and out of Canada via Montreal.

The opening is an early one this year, one of the earliest in the history of the port. This means that the flow of money and workers into the city will start so much earlier. The lumbermen are coming into the city, the drive over. They will find immediate occupation awaiting them, in the work that is always thrown open by the opening of the harbor. Application for shed and harbor storage space by importing and exporting firms for this season are so heavy that the harbor manager believes it will be necessary to apply to the Department of Marine for the building of three more storage sheds.

Early prosperity and greater prosperity than ever will inevitably mean greater business for the perfumery and allied trades. The sooner the lumberjack comes into town and starts work at the docks, the sooner he starts shaving regularly and using talcum powder and so on. Busy times and lots of work mean plenty of money in the pockets of the people who buy toilet requisites.

Summing all this up, if the coming season is not a prosperous one for the trade, there will never be one.

There is hope that the end of the battle over the P.A.T.A. may be reported by this time next month. The special commission of inquiry which was appointed to investigate the status of the P.A.T.A. has finished its hearings in Toronto, and is back in Montreal again. It has at this writing been sitting for nearly a week, and in a couple of weeks more, should have finished altogether. After that, nothing further to do but to await the final report.

Henry Miles, of Leeming, Miles & Co., is back in town. He has been attending the sessions of the Legislative Council for some time, in Quebec. The legislature however is now prorogued until next autumn.

C. E. Frost, of the wholesale and manufacturing drug firm of that name, has returned from his trip to Europe and the Mediterranean.

John Donaghy, of Leeming-Miles, is around now, and looks as if he were getting over the effects of his recent illness.

TORONTO

TORONTO, April 15.—Canadian trade conditions continue to get better and better. In practically all lines is improvement noticed. In fact, to such extent is trade betterment evident that more salesmen from the United States are traveling the country than for several years back. Besides statistics show that the volume of sales is much greater than at this time last year.

The railway companies, banking corporations and financial houses generally in their annual reports give figures showing greater returns than a year ago. In company with this better business, the perfume and soap manufacturers say business is advanced and seems getting better. Demand, too, is for a better grade of goods.

The Jewish druggists in Toronto have formed a "Rokeah Pharmacy Club" and at a recent meeting W. Harrison, president of the Drug Travelers' Association of Ontario, addressed the club on "Quality vs. Price." M. S. Miroshnick is president of the club.

Rolph Corson, still in Florida, met with a slight accident down south. While dressing a few mornings ago he had the misfortune to slip and suffer a nasty cut which required some fine dressing and a few days' rest.

Edward N. Potter, of Potter & Shaw, druggists, St. Catharines, Ont., gave a talk before the local Rotary Club on the pharmacist in the community.

James Patterson, veteran druggist of Wiarton, Ont., celebrated his 78th birthday and the 46th anniversary of his entry into the business on March 6.

The Pharmaceutical Society of McGill University, Montreal, propose a four-year course instead of the present three years for students in pharmacy.

The Louis K. Liggett Co., Ltd., have opened a new drug store in Ottawa. This makes their 39th branch store in Canada.

Major Gordon S. Kinley, druggist at Halifax, with branch stores at Lunenburg and Bridgewater, N. S., has been promoted to the position of lieutenant-colonel of the first regiment of the Halifax Rifles.

Capt. M. E. F. Kelley, of M. E. F. Kelley & Co., manufacturer's agents, Toronto, has been given the selling rights for the Erasmic line of toiletries for all Canada west of Quebec Province. Capt. Kelley recently added Larvex to

his line, which also includes Mignon atomizers and the Kiss-proof line. He is a veteran of the world war, was formerly a banker, and is now in the perfume business.

A. R. Poole, agent-general for Canada for Parfumeria Pinaud, is on a business trip through Western Canada. He intends going right through to the Coast. "Art" was formerly in business in Calgary.

Arthur Cluff, professional window dresser, Toronto, recently delivered a lecture and demonstration on window trimming before the 1927 class at the Ontario College of Pharmacy. Mr. Cluff put in half a dozen displays, among them toiletries, in a specially-prepared store front. Refreshments were served at the conclusion of the demonstration.

An overheated stovepipe recently caused a bad fire at Elrose, Alta., which destroyed the drug store of O. E. Jack, as well as the Florence Beauty Parlor adjoining. Insurance partly covered the damage.

Cairncroos & Lawrence, London, Ont., during the last month had their drug store window dressed specially to show a line of toiletries they are handling. The background was made into panels, and tissue paper above gave a canopied effect. Narrow curtains ran down the whole length of the window. The panels were black, with a deep rose in canopy and curtains. The floor was terraced and on it were placed various toilet needs, while the panels carried some good advertising matter and some attractive prices. Black and rose interspersed the display, the whole attracting much favorable attention and comment.

The Robertson Drug Stores, Ltd., of Brantford, Ont., have appointed Miss Hazel Waldren to take charge of the toilet counters in their principal store. Miss Waldren has been studying various toilet articles for some time, and in her new department is giving freely of her knowledge to customers. To introduce the enlarged department and the new venture, the Robertson company recently gave a "coming-out party" to the women of Brantford and vicinity.

Burglars entered the drug store of Miss E. M. Dewar, London, Ont., and stole \$25 worth of cosmetics during the month.

Sixty per cent. of the sales in Canadian drug stores are said to be made by women, mostly due to the handling of perfumes and toilet goods.

E. G. Moxon, druggist of Truro, N. S., was elected president of the Board of Trade in his city.

New Alcohol Plant

Construction has been commenced on the Sorel plant of the Quebec Industrial Alcohol Co., which will be capable of turning out 9,000 proof gallons of alcohol a day. The alcohol will be distilled from molasses which will be stored in five steel tanks having a total capacity of 3,600,000 gallons, according to a report of Consul Harry M. Lakin, Montreal.

Worth Reading

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

269,247—Soap Manufacture. Naamloosze Vennootschap Internationale Zeep Company, of s'Gravenhage, Holland, assignee of Louis George Leffer, Kapellen, near Neuss, Rhineland, Germany.

268,951—Caustic Soda Manufacture. The Solvay Process Company, assignee of Carl Sundstrom and Coke S. Lykes, Syracuse. Both in New York.

269,024—Bottle Cap. Beat Kuhne, Lewiston, Montana.

269,032—Vanity case. Harold MacDougall, Maplewood, N. J.

269,133—Toilet Packet. William Friedman, New York City, N. Y.

TRADE-MARKS REGISTERED IN CANADA

"Chateau," toilet goods, perfumes and articles for the bath. Tokalon Chemical Corporation, New York, N. Y.

"Parfum de Mon Chateau," perfumes. Tokalon Chemical Corporation, New York, N. Y.

"Creme de Mon Chateau," face creams, complexion and toilet creams, massage creams. Tokalon Chemical Corporation, New York, N. Y.

"Chateau d'Azur," toilet goods and cosmetics. Tokalon Chemical Corporation, New York, N. Y.

"Poudre de Mon Chateau," complexion powders and bath powders. Tokalon Chemical Corporation, New York, N. Y.

Representation of a Chateau, perfumery. Tokalon Chemical Corporation, New York, N. Y.

Bottle of a generally cylindrical form, having a slightly flaring base, a body of vertical ribbed configuration. Citrus Products Company, Chicago, Ill.

"Bono," metal polishing compounds. Taylor & James, Vancouver, British Columbia.

"Bonnie Lassie," with a Tartan Plaid Background, representation of a Scotch Girl, dressed in Highland Costume, soap. David Morton & Sons, Limited, Hamilton, Ont.

"Luxor," toilet preparations. Luxor, Limited, Chicago, Illinois.

"Whiz," in white letters above a triangular device having rounded corners, the inner part of the triangle being yellow with an outer band of red, the whole appearing on a blue background having a band of red at its upper and lower edges: the name of the product to which the mark is applied is to be shown in the triangle, cleaning and polishing materials. The R. M. Hollingshead Company of Canada, Ltd., Bowmanville, Ont.

"Kay-O," a hand cleaner. Fairview Chemical Co., Ltd., Regina, Saskatchewan.

"Swift's," and a red arrow crossing the word "Arrow," soap and soap products. Swift Canadian Co., Limited, Toronto, Ont.

"Unique," extracts. Brossard & Constantineau Co., Montreal, Que.

There are now four women owning their own drug stores in St. John, N. B., the latest addition being Miss Helen Harrold, of Centerville, N. B.

TRADE MARKS

 240,074 229,875	2 MINIT SHAVE M 225,817  228,175	WORLD'S BEST M 225,794  232,443 LOCUST BUDS M 226,139	 228,357  239,989	AGLOS  243,044	 246,248 SURE LA 246,248	 246,677 EPICOL 243,483
 236,745	SURE-LA 240,006 CADET 243,009	 229,356  226,724	 239,625 Well-Spe-Co 246,595	 243,708  225,197	Hy-G 242,000	 243,457
 243,417	HYO-SAN 243,851 ZIP SCRUB 240,392	 M 226,622  243,104	 242,561  242,564	 242,564  240,011	PALANI 243,236 S.K. 243,815	 240,596  244,896
 240,580 EVERY SHAVE A FRESH SHAVE M 226,461	 242,843  244,102	 241,745  242,658	 244,711  244,579	 244,008  243,724	 243,676  243,285	 242,728  243,285
 242,653  242,546	AMER SOL 240,579 Faerie Queen 244,535	 244,939  243,203	 236,342  243,203	 244,815  242,288	 243,418  243,418	 243,418  243,418
 244,172  241,547	LATHER-EASE 243,331 MIXEVAN 244,172	 241,707  243,039	 241,309  237,248	 242,450  242,450	 241,961  244,858	 242,717  244,858

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neuman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

200,829.—Premier Appliance Co., Inc., Philadelphia, Pa. (July 1, 1924.)—Cream Toilet and Shaving Soap for use in soap dispensers.

203,551.—West Side Wholesale Grocery Co., Chicago, Ill. (Sept., 1922.)—Flavoring Extracts for food purposes.

207,083.—King of All Cleaner Co., Atlantic, Iowa. (Oct. 5, 1923.)—Liquid preparation for cleaning the hands, fabrics, etc.

223,285.—Continental Drug Corp., St. Louis, Mo. (July, 1925.)—Tincture of Green Soap, Magnolia skin lotion; bay rum; talcum powder and coconut oil.

224,858.—Jacob Cohen, doing business as Chicago Human Hair Co., Kansas City, Mo. (Mar., 1925.)—Hair tonics, face creams, mouth and eye washes, skin lotions, witch-hazel, bay rum, etc.

M225,794.—Alice Hyde, Flint, Mich. (Serial No. 240,077. June 12, 1922.)—Cleaning and polishing compound for cleaning windows, mirrors, enameled and varnished woodwork, silver, nickel, and brass.

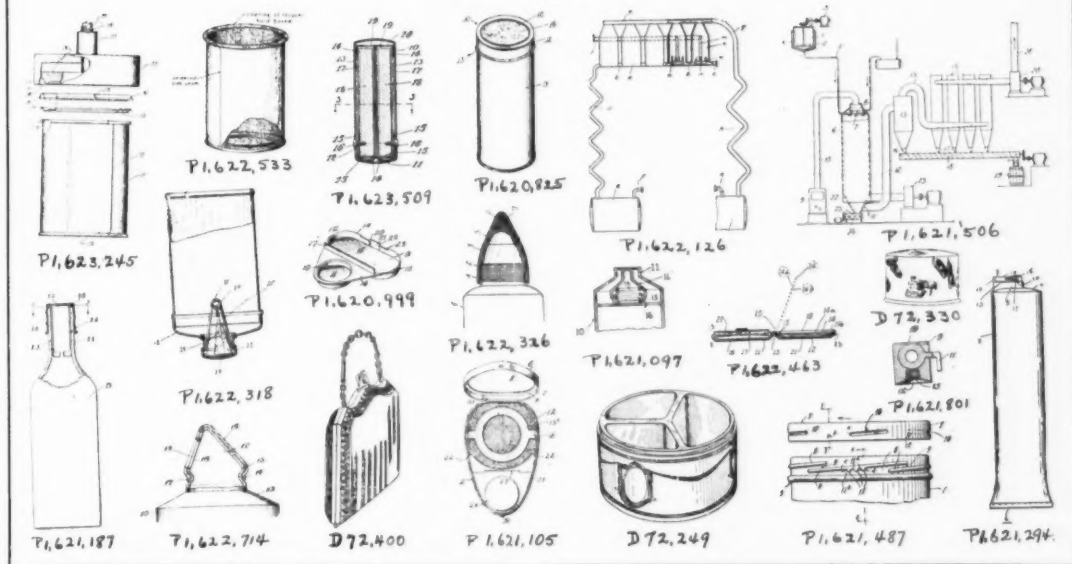
226,724.—John Heichelbech, St. Louis, Mo. (Apr. 3, 1922.)—Food-Flavoring extracts.

228,356.—Chemische Fabrik Auf Actien (vorm. E. Schering), Berlin, Germany. (May, 1924.)—Disinfectants, bathing salts, perfumeries, volatile oils and bleaching preparations.

228,357.—Chemische Fabrik Auf Actien (vorm. E. Schering), Berlin, Germany. (May, 1924.)—Disinfectants, bathing salts, perfumeries, volatile oils, bleaching preparations.

- 229,875.—Marguerite Blair Orchard, Long Beach, Calif. (Nov. 24, 1924.)—Face whitening and skin lotion.
- 232,384.—The Bittmann-Todd Grocer Company, Kansas City, Kans. (1906.)—Flavoring extracts for food purposes.
- 232,663.—Corinna Chemical Corp., now, by change of name, Corinna Products Corp., New York, N. Y. (Feb. 1, 1925.)—Face and hand creams, skin tonics and astringents, hair tonics and lotions, etc.
- 235,069.—F. Prochaska Ltd., Prague, Czechoslovakia. (Under 10 year proviso. 1847.)—Soaps.
- 236,242.—Madeleine Vionnet et Cie., Paris, France. (Jan. 24, 1923.)—Perfumes of all kinds; talcum, sachet, face powder, etc.
- 236,251.—Bourjois, Inc., New York, N. Y. (Jan., 1924.)—Toilet soap.
- 236,765.—Midland Chemical Laboratories, Inc., Dubuque, Iowa. (Aug. 1, 1925.)—General household cleaning preparations, toilet, laundry and automobile soaps in liquid, paste and powder form.
- 237,268.—The R. M. Hollingshead Co., Camden, N. J. (June, 1905.)—Hand Soap.
- 239,317.—J. L. Rosenfield, doing business as Rose Field Packing Co., Alameda, Calif. (Aug. 30, 1926.)—Food-Flavoring extracts.
- 239,625.—Paul E. Porier, doing business as Julianne de Leamont, Detroit, Mich. (1902.)—Preparation for the complexion.
- 239,807.—Lee Hess, doing business as Halitosine Co., St. Louis, Mo. (Oct. 26, 1926.)—Antiseptic preparations and lotions for use externally and in the mouth.
- 239,980.—The Gladiator Co., Inc., New York, N. Y. (Oct. 27, 1926.)—Hair preparations and tonic to nourish the scalp, relieve dandruff, itching scalp, and eczema, and also a hair-dressing to give the hair a high luster.
- 240,006.—Jacob Skora, doing business as De Rose Laboratory, Chicago, Ill. (July, 1922.)—Hair Tonic.
- 240,011.—Irma Vedova, New York, N. Y. (January, 1926.)—Hair Tonic and Dandruff Killer.
- 240,074.—Golden Mermaid Products Co., Atlantic City, N. J. (Sept. 1, 1926.)—Face creams, skin creams, face powders, etc.
- 240,392.—American Disinfecting Company, Sedalia, Mo. (1923.)—Liquid compound for scrubbing inanimate hard surfaces.
- 240,579, 240,580.—American Solvents & Chemical Corp., New York, N. Y. (Sept. 1, 1926.)—Denatured alcohol, solvents, esters, ethers, fusel oil, acetates, propionates, stearates, phthalates, iodides, tincture of iodine, carbon dioxide, collodion, cotton or nitrocellulose solutions, and magnesia compounds.
- 241,196.—Noble A. Alexander, Denver, Colo. (Jan. 15, 1923.)—Cleansing and washing compound.
- 241,248.—Sure La Co., Inc., Chicago, Ill. (July 1, 1922.)—Hair Tonic.
- 241,309.—C. C. Winchester, doing business as The Sanivapor Co., Atlanta, Ga. (Sept., 1926.)—Disinfectant.
- 241,483.—George S. Heyer, Houston, Tex. (May, 1915.)—Skin powder.
- 241,567.—J. Eavenson & Sons, Inc., Philadelphia, Pa. and Camden, N. J. (Apr. 28, 1925.)—Soap.
- 241,595.—Wellson Specialty Co., Toronto, Canada. (Aug. 15, 1926.)—Hair tonics, special hair tonics, restorative tonics, hot oil for use in hair and scalp treatment.
- 241,697.—Crusellas Rhum Quinquina Co., Inc., New York, N. Y. (Sept. 17, 1926.)—Bay Rum.
- 241,707.—J. Eavenson & Sons, Inc., Philadelphia, Pa. and Camden, N. J. (Apr. 28, 1925.)—Soap.
- 241,711.—Fitzpatrick Bros., Chicago, Ill. (June, 1918.)—Cleaning and scouring compound in finely divided form for household use.
- 241,745.—Ravol Company, Chicago, Ill. (Sept. 23, 1926.)—Soapless Shampoo preparation.
- 241,961.—Benedikt Rottmar, doing business as Be-Ro Laboratories, Brooklyn, N. Y. (Nov. 15, 1926.)—Preparation to eliminate causes and consequences of untimely graying hair; preparation for the treatment of hair and scalp, for the nourishment of the scalp.
- 242,000.—Great Northern Chemical Co., San Francisco, Calif. (Oct. 4, 1926.)—Cleaning fluid for closet bowls and urinals.
- 242,064, 242,065.—Alphonse Pillet, doing business as Pillet, New York, N. Y. (July 2, 1926.)—Perfumes.
- 243,417.—Colgate & Company, Jersey City, N. J., and New York, N. Y. (Nov. 5, 1926.)—Shaving Stick and Shaving Soap.
- 244,074.—Richard Hudnut, New York, N. Y. (Jan. 15, 1927.)—Perfume and toilet preparations.
- 242,228.—The C. B. Dolge Co., Westport, Conn. (1907.)—Pine deodorizer; disinfectant, deodorizer, and germicide, chemical weed killer, etc.
- 242,338, 242,339.—Richard Hudnut, New York, N. Y. (Nov. 26, 1926.)—Perfume in concentrated or solid form having a higher percentage of essential oils than is found in liquid perfume.
- 242,410.—Biroto, Inc., New York, N. Y. (Nov. 10, 1926.)—Toilet preparations.
- 242,418.—Elmo, Inc., Philadelphia, Pa. (1907.)—Compounds for cleaning the hands and the like, shaving creams and powders; laundry, toilet, hand and shampoo soaps.
- 242,453, 242,454.—Viking Laboratories, Inc., Charleston, W. Va. (Dec. 1, 1926.)—Soap and soap compounds.
- 242,480.—Helpa Products Corp., Hoboken, N. J. (Dec. 1, 1923.)—Solvent cleanser, water softener, and boiler compound.
- 242,494.—The Odell Company, Inc., Newark, N. J. (June 31, 1926.)—Hair Color Restorer.
- 242,542.—Le Maire Perfumer, Inc., Chicago, Ill. (1900.)—Perfumes and toilet preparations.
- 242,548.—Pro-Grow Process Co., Minneapolis, Minn. (Nov. 1, 1926.)—Hair and Scalp ointment.
- 242,561.—Alfred Anderson, doing business as Anderson Chemical Co., Litchfield, Minn. (Jan., 1924.)—Washing powder.
- 242,658.—Frederick Lloyd Converse, doing business as Tri-Po Products Co., Woodlynne, N. J. (Jan. 10, 1926.)—General household cleaning preparation for fabrics, utensils, and the skin.
- 242,676.—Lawrence, Incorporated, Philadelphia, Pa. (Apr. 20, 1926.)—Toilet Preparations.
- 242,719.—Guy T. Gibbons, Inc., New York, N. Y. (July 1, 1923.)—Toilet preparations.
- 242,843.—A. R. Munn, Inc., doing business as Prevent-O-Clasia Co., Atlanta, Ga., and New York, N. Y. (Jan. 1, 1900.)—Tooth Paste.
- 242,928.—Tropoli Barber's Supply Co., Inc., Philadelphia, Pa. (Jan. 5, 1927.)—Hair Tonic.
- 243,015.—Publicker Inc., Philadelphia, Pa. (March, 1921.)—Alcohol preparation for external use.
- 243,038.—Deloney & Company, Inc., Hammond, Ind., and Chicago, Ill. (1886.)—Tonic for hair and scalp.
- 243,104.—Carlin P. Mott, doing business as Mott Chemical Products, Detroit, Mich. (Dec. 15, 1926.)—Skin Lotion.
- 243,126.—A Mirenta & Co. Inc., Tacoma, Wash. (Sept. 1, 1926.)—Deodorant for use in the treatment of excessive perspiration.
- 243,202.—The Duborel Corp., Jersey City, N. J. (Mar. 1, 1926.)—Tooth paste, mouth wash, tooth powder, and dental massage paste.
- 243,236.—Irving Silverman, doing business as Palami Products Co., Brooklyn, N. Y. (Oct., 1926.)—Cleansing and scouring preparation in jelly, fluid, paste, and powder form.
- 243,331.—The William A. Webster Co., doing business as Mutual Manufacturing Co., Memphis, Tenn., and Kansas City, Mo. (Jan. 26, 1924.)—Shaving cream to be used before shaving.
- 243,332.—The William A. Webster Company, Memphis, Tenn. (Jan. 11, 1927.)—Shaving creams, dental creams, mouth washes, foot powders, etc.

PATENTS



243,457.—Howard L. Ross, New York, N. Y. (Jan. 18, 1927.)—Cream rouge.

243,483.—Epical Products Co., Minneapolis, Minn. (Sept. 30, 1919.)—Mouth wash.

243,705.—Mrs. I. Leonard James, doing business as Prescription Laboratories, Atlanta, Ga. (July 1, 1926.)—Mouth and throat antiseptic, astringent, and prophylactic.

243,815.—S. Kostritsky, Paris, France. (Nov. 9, 1926.)—Dentifrices.

243,851.—Herbert F. Galow, doing business as Hyo-San Laboratories, Detroit, Mich. (Jan. 20, 1927.)—Body deodorant and antiseptic.

244,008.—A. Roy Flanigan, doing business as Sweetex Products, Williamsport, Pa. (Apr. 1, 1926.)—Antiseptic Deodorizing powder.

244,019.—Rosario Martorano, Brooklyn, N. Y. (Nov. 15, 1926.)—Hair tonics.

244,172.—David Michael & Co., Philadelphia, Pa. (Nov. 4, 1926.)—Flavoring for food products.

244,535.—Baronet Mills, Inc., College Point, N. Y. (Jan. 10, 1927.)—Powder Puffs.

244,579.—Societe Anonyme "Les Hesperidees," Paris, France. (1907.)—Oils, essences, and raw materials for perfumes and perfumery products.

244,796.—Societe Anonyme Parosa, Issy-Ies-Molineaux, France. (Sept. 30, 1926.)—Synthetic perfume essence or base used as a violet substitute.

244,824.—Heitkamp Bros., Inc., New Orleans, La. (July, 1916.)—Hairdressing or tonic.

244,825.—Hudson & Company, Inc., New York, N. Y. (Feb. 17, 1927.)—Antiseptic and Deodorant preparation.

244,894.—Sunland Laboratories, Inc., Los Angeles, Calif. (Aug. 15, 1926.)—Shampoo, hair rinse, hair tonic, and hairdressing.

244,939.—June Days, Incorporated, Des Moines, Iowa. (Apr. 1, 1926.)—Face powder, bath powder, cold cream, rouge, etc.

M225,819.—Andrew Westbrook Comstock, doing business as The 2 Minit Co., Benton Harbor, Mich., and Chicago, Ill. (Serial No. 238,640. Apr. 1, 1926.)—Shaving cream in the nature of a soap cream used before shaving.

M226,139.—Odorbase Manufacturing Company, New York, N. Y. (Serial No. 243,875. Mar. 28, 1908.)—Concentrated perfumes for use in all toilet preparations.

M226,422.—Charles H. Dent, doing business as Dent Chemical Company, Grand Rapids, Mich. (Serial No. 242,522. Apr. 10, 1910.)—Toilet waters, perfumes, creams, etc.

M226,428.—Cheramy, Inc., New York, N. Y. (Serial No. 226,843. Jan. 27, 1926.)—Toilet soap and shaving cream.

M226,433.—The J. B. Williams Company, Glastonbury, Conn. (Serial No. 227,491. Feb. 5, 1926.)—Toilet water, brilliantine, hair tonic, and after-shaving preparations.

M226,440.—Marie De France Laboratories, Inc., New York, N. Y. (Serial No. 227,899. Feb. 15, 1926.)—Toilet preparations.

M226,441.—Hanly Products Co., Inc., Chicago, Ill. (Serial No. 228,106. Jan. 11, 1926.)—Face creams.

M226,461.—North American Dye Corporation, Mount Vernon, N. Y. (Serial No. 234,728. Jan. 1, 1926.)—Powdered toilet soap.

DESIGNS PATENTED

72,249.—Cosmetic Jar. Alfonso Orzo, New York, N. Y. Filed Dec. 7, 1926. Serial No. 19,956. Term of patent 14 years.

72,330.—Box of Similar Container for Toilet Preparations. Harold H. Raynor, New York, N. Y., assignor to Les Parfums De Rosine, Inc., New York, N. Y., a Corporation of Delaware. Filed Oct. 26, 1926. Serial No. 19,490. Term of patent 7 years.

72,400.—Vanity Case. Frank M. Wojciechowski, North Attleboro, Mass. Filed Jan. 29, 1927. Serial No. 20,530. Term of patent 7 years.

TRADE-MARK REGISTRATIONS GRANTED
(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition.

M225,797.—Dal-Tex Coffee Co., Dallas, Tex. (Serial No. 224,959. Jan. 1, 1921.)—Food-flavoring extract.

PATENTS GRANTED

1,620,825.—Receptacle Closure. Wallace C. Mills, Rockford, Ill., assignor to J. L. Clark Manufacturing Co., Rockford, Ill., a Corporation of Illinois. Filed Mar. 21, 1925. Serial No. 17,261. 5 Claims. (Cl. 152—27.)

5. A receptacle closure comprising, in combination, a sheet metal wall having a portion of its surface depressed inwardly to form a shallow recess and a peripheral flange overlying said recess, and an abrasive carrying disk having its peripheral edge clamped against said depressed portion by said flange, said depressed portion having a central raised portion which serves to position part of said disk above the top of said flange.

1,620,999.—Vanity Box. Clarence P. Cook, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 26, 1922. Serial No. 608,878. 11 Claims. (Cl. 132—83.)

1. A box for holding toilet accessories comprising a bottom and a cover pivotally associated therewith, one of these members being provided with separated compartments lying side by side in substantially the same horizontal plane, the powder compartment being of greater dimensions than the compartment for holding the rouge, the area of the two compartments being substantially that of the member in which they are provided.

1,621,097.—Collapsible Tube. Salvatore J. Zammataro, Brooklyn, N. Y. Filed Oct. 8, 1925. Serial No. 61,176. 1 Claim. (Cl. 221—60.)

In combination, a tube having an opening in its head, a plunger, a transverse partition in said tube, a spring seated on said partition and engaging said plunger to force the same against said opening, said partition having perforations near its periphery providing a passage for the contents of the tube, and means carried by said partition and plunger for preventing access of the tube contents to the under side of said plunger.

1,621,105.—Vanity Box. Clarence P. Cook, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Dec. 27, 1922. Serial No. 609,173. 6 Claims. (Cl. 132—83.)

1. A box for holding toilet accessories comprising bottom and cover members, wider at one end than the other the bottom member being divided by a partition into powder and rouge compartments lying side by side in substantially the same horizontal plane, the powder compartment being of greater dimensions than the rouge compartment, the two compartments being of substantially the area of the bottom member and means co-operating with the sides of the box for holding powder and rouge compacts in the compartments.

1,621,187.—Bottle Closure. Eva R. Bartlett, Pasadena, Calif. Filed Dec. 23, 1924. Serial No. 757,633. 7 Claims. (Cl. 215—100.)

1. A bottle closure comprising an imperforate cap adapted to be secured about the neck of a bottle, a member secured to said cap and extending downwardly within the neck of said bottle when said cap is in applied position, said member presenting a dish surface adjacent its lower end.

1,621,294.—Collapsible-Tube Closure. Earl C. Van Valkenburg, Holyoke, Mass. Filed Dec. 24, 1923. Serial No. 682,576. 1 Claim. (Cl. 221—60.)

In combination, a paste holding collapsible tube having a neck provided with an opening and an integral guide extending from the opening and provided with parallel side faces having external grooves therein, and also provided with a flat end face, having an external groove providing stops, and a sheet metal closure having side flanges slidably engaging the parallel side faces and provided with means slidably interlocking with said external grooves first named, the closure having a stop to slidably fit in the groove of the end face and engage the stops thereof, the closure having a knife cutting action on any ejected contents of the tube.

1,621,487.—Covered Receptacle. Charles J. Aulbach, Passaic, N. J., assignor to Passaic Metal Ware Company, Passaic, N. J., a Corporation of New Jersey. Filed Nov. 12, 1925. Serial No. 68,525. 7 Claims. (Cl. 220—40.)

1. A container comprising a body having an open end, a cover having a flange to fit around said end, thread means upon the body and flange to detachably retain the cover on the body, and locking means on the body and cover flange distinct from the thread means and co-operative independently of the thread means to prevent accidental loosening of the cover from the body.

1,621,506.—Manufacture of a Finely-Divided Dry Soap Product. Robert L. Holliday, New York, N. Y., assignor to Industrial Spray-Drying Corporation, New York, N. Y., a Corporation of Delaware. Filed Apr. 19, 1926. Serial No. 102,860. 4 Claims. (Cl. 87—16.)

2. The process of manufacturing soap in powder form which comprises preparing the soap in the form of a free flowing liquid stock, evaporating moisture from the liquid stock by spraying it in the form of fine drops into the initial portion of a current of heated drying gas which entrains substantially all of the said liquid drops and positively carries the said drops and the soap particles resulting therefrom along through the apparatus in like manner of flow while evaporation is taking place, whereby the said particles remain in suspension in the gas current until the moisture content thereof is reduced to the desired value and then separating the said particles from the gas current and collecting them to form a powdered soap product.

1,621,725.—Filtering Material and Method of Preparation Thereof. Henry A. Hills, Grand Rapids, Mich. Filed July 3, 1920. Serial No. 393,957. 3 Claims. (Cl. 210—203.)

1. A water proof filtering material comprising a flannel cloth impregnated with oil of citronella.

1,621,801.—Collapsible Tube Closure. John D. Miller, Newton, N. C. Filed Mar. 19, 1926. Serial No. 95,941. 1 Claim. (Cl. 221—60.)

As a new product of manufacture, an attachment for a convention type of collapsible dispensing tube wherein said tube embodies a conical discharge end having a central externally screw-threaded discharge nipple, said attachment being in the form of a closure for said nipple and including a cylindrical body having a conical recess in its bottom to engage the conical end portion of said tube, a central screw-threaded bore into which said nipple is adapted to tap, a spherical socket in communication with said bore, and a discharge opening of a diameter less than said bore, and a ball valve fitted snugly in said socket but freely movable therein and having a portion to project through and beyond said discharge opening when the valve is in closing position, said valve having a passage adapted to register with said bore and discharge opening, and an operating crank for the valve extending at right angles to the longitudinal axis of the passage in said valve and mounted for movement upon said body.

1,621,906.—Cleansing Compound. Robert Schless, Emporium, Pa. Filed Aug. 10, 1925. Serial No. 49,459. 4 Claims. (Cl. 87—5.)

1. A cleansing composition comprising vegetable ivory mixed with an alkaline carbonate.

1,622,126.—Process for Separating Volatile Substances. Ernst Wecker, Heilbronn, Germany. Filed Mar. 13, 1924. Serial No. 699,137, and in Germany Mar. 20, 1923. 3 Claims. (Cl. 87—12.)

1. A process of refining oil containing fatty acids which comprises heating said oils to an elevated temperature, injecting into said oils a liquid in the form of a fine mist, said liquid being highly volatile at the temperature to which the oil has been heated, thereby producing an instantaneous expansion and volatilization of the injected liquid and vaporizing the fatty acids in the oil and withdrawing said vapor.

1,622,318.—Receptacle. Andre Janer, Flushing, N. Y. Filed Aug. 12, 1925. Serial No. 49,690. 9 Claims. (Cl. 221—64.)

1. A receptacle for talcum powder and the like comprising a body and a cover having a perforated portion through which the contents of the receptacle is adapted to be disengaging the parallel side faces and provided with means end of which is adapted to play over and scrape the entire inner surface of said perforated portion, a support carried by the receptacle for the weighted member, and means for loosely connecting the other end of said weighted member to said support.

1,622,391.—Dentifrice. Ferdinand W. Nitardy, Kenneth A. Bartlett, and Frantz F. Berg, Brooklyn, N. Y., assignors to E. R. Squibb and Sons, New York, N. Y., a Corporation of New York. Filed Sept. 26, 1924. Serial No. 740,031. 7 Claims. (Cl. 167—91.)

1. A dental cream comprising a suspension of magnesium hydroxide in glycerin combined with solidified glycerin.

5. The method of preparing dental cream, which comprises forming a jellylike mass by combining glycerin with an alkali metal stearate, grinding the jelly-like mass and incorporating a scouring or cleansing agent therewith.

1,622,463.—Vanity Case. Charles Lionel Marcus, New York, N. Y. Filed May 26, 1926. Serial No. 111,676. 4 Claims. (Cl. 132—83.)

1. A vanity case comprising a container and a cover, said container and cover being substantially identical in shape and size and each adapted to hold a cosmetic, a hinge joining the cover to the container, and a double faced mirror secured to the hinge for swinging movement between the container and cover, said mirror having an offset portion to permit the mirror to be positioned a substantial distance into the cover whereby the available space over the container is increased as and for the purpose described and specified.

1,622,526.—Dispensing Tube. Samuel J. Lewis, Detroit, Mich. Filed Sept. 17, 1925. Serial No. 56,885. 3 Claims. (Cl. 221—60.)

1. The combination of a flexible dispensing tube having a threaded neck and a cap comprising a base of hard rubber threaded upon said neck, and a flattened tip of resilient rubber integrally fixed to the base and terminating in a relatively thick wall having a longitudinal slit-like orifice therein normally closed by the resiliency of the material.

1,622,533.—Process of Preparing Interiorly-Coated Containers. John H. Murch, Portland, Oreg., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Feb. 11, 1924. Serial No. 692,198. 5 Claims. (Cl. 113—116.)

1. The method of preparing internally lacquered sanitary cans which consists in lacquering the body sheet metal while flat, hard-baking said lacquer, forming the said sheet metal into can bodies with soldered side seams, lacquering the sheet metal of the can ends and baking the lacquer, thereon and then forming the same into can ends, then applying a second coat of lacquer on said ends and hard-baking the same and then seaming said ends to said can bodies.

1,622,714.—Dispensing Top for Containers. Sigmund Greenfield, now by judicial change of name Edward S. Grandt, New York, N. Y. Filed Sept. 11, 1925. Serial No. 55,657. 5 Claims. (Cl. 221—60.)

1. In a dispensing closure member for collapsible tube containers, an outwardly converging nozzle member having an elongated port in a side wall thereof, a cap member rotatably mounted in enclosing relation to the nozzle member and having a port arranged to be placed in registration with the port in the nozzle member, said nozzle member and said cap member being unsymmetrically formed whereby relative rotation of the parts to non-discharging position will produce a sealing effect.

1,622,974.—Process for Decomposing Fats or Oils Into Fatty Acids and Glycerin. Albert S. Richardson and Clinton V. Conley, Cincinnati, Ohio, assignors to The Procter & Gamble Company, Cincinnati, Ohio, a Corporation of Ohio. Filed Mar. 13, 1922. Serial No. 543,514. 2 Claims. (Cl. 87—4.)

1. The process of decomposing fats or oils into fatty acids and glycerin by reaction with water, which consists of heating and agitating the reaction substances in the presence of aromatic sulfonic acids of molecular weight less than 250 without the use of oleic or similar fatty acid, substantially as described.

1,623,245.—Method for Closing Containers. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y. Filed Apr. 18, 1925. Serial No. 24,045. 12 Claims. (Cl. 113—116.)

1. The process of closing containers, which consists in providing a container body having a horizontally extending rolled upper edge, positioning upon said body a cover having a flange adapted to overlie said rolled edge and a vertical wall part arrangeable within said body, providing a sealing ring of substantially the shape of an inverted U and having a rolled edge, arranging said ring over said body edge and cover flange, and pressing the rolled edge thereof down-

wardly to cause it to engage beneath the rolled upper edge of the can body.

1,623,340.—Soap Compound and Process of Making the Same. Hugo Henry Hanson, Bangor, Me., assignor to Tarratine Manufacturing Co., Inc., Bangor, Me., a Corporation of Maine. Filed Jan. 6, 1923. Serial No. 611,178. 7 Claims. (Cl. 87—5.)

1. The process of making a soap compound which consists in dissolving a neutral vegetable oil soap in a sufficient quantity of a mixture of water and neutralized sulphonated castor oil to form a thick liquid, and then beating said liquid until it assumes a creamy consistency.

1,623,509.—Cosmetic Container. Victor Vivaudou, New York, N. Y. Filed Apr. 6, 1923. Serial No. 630,274. 1 Claim. (Cl. 206—56.)

In a cosmetic container, in combination, a casing having a plurality of longitudinal slots closed at the upper ends preventing the outward passage of pencil carriers, a plurality of pencil carriers in fixed position within the casing each carrier having a longitudinal slot in alignment with a casing slot, a longitudinally movable pencil base within each carrier, means carried by each base and passing through the aligned slots whereby the base may be moved longitudinally within the carrier, a cosmetic pencil fixedly attached to each base and a cover for the casing, the placement of which upon the casing will cause the pencils to be moved downwardly within the carriers.

ISOPROPYL ALCOHOL IN UNITED KINGDOM

There is a steadily increasing use of both butyl and isopropyl alcohol in the United Kingdom, chiefly as substitutes for ethyl alcohol in the manufacture of the cheaper grades of perfumes and flavoring essences, according to a report sent from London by United States Trade Commissioner Homer S. Fox. Isopropyl alcohol as a solvent is stated to be well known to British manufacturers of flavoring essences and perfumes, and is claimed by them to be the best substitute that has yet been found for ethyl alcohol, or, as it is termed in England, rectified spirit.

Isopropyl made in Great Britain is obtained by the catalytic reduction of acetone. This process has given it a reputation of its own for freedom from offensive after odor on evaporation, and in this respect the British method is claimed to be superior to the method of production principally practiced in the United States. The British product contains 95 to 96 per cent of isopropyl alcohol, the remainder being water. It is stated that the prohibitive duty paid on ethyl alcohol had practically done away with the sale of cheap spirituous perfumes, but isopropyl alcohol, which in bulk now costs about 16 shillings per imperial gallon, or less than one-seventh of the price of duty-paid rectified spirit, has helped greatly in the partial revival of the production and trade in popular perfumes, such as colognes and lavender waters, at prices within the purchasing power of the middle classes. For this purpose isopropyl alcohol is preferably blended with ethyl alcohol, thus reducing the cost of the solvent, and also helping to avoid the odor of isopropyl alcohol which is stated to be heavy and persistent when used alone.

When isopropyl was first introduced it was usual to add a trace of a synthetic product with the same odor as the final perfume, in order to take off the rawness of the alcohol, but under present methods the alcohol is first mellowed by storing for some months in bulk, and then, of course, the perfume itself is matured as has always been necessary with perfumes made with ordinary ethyl alcohol. Further improvements in the process of blending will undoubtedly be made by manufacturers in the United Kingdom, provided additional restrictions are not placed upon the manufacture and use of isopropyl alcohol.

Grasse Report For April

From our own Correspondent

GRASSE, April 7.—Following is the report on floral products and essential oils for April:

Orange

The results of a survey which we have just conducted in the various productive regions show that the orange trees did not vegetate vigorously. The crop of flowers is therefore not expected to be a flourishing one, even if the frosts do not hurt it.

Stocks of orange products and neroli are almost exhausted and it is very possible that the prices of the last crop will be maintained. The producers do not expect any drop in prices. Some of them even foresee that prices will be rather higher than those which prevailed in May, 1926, in view of the bad crop which they announced.

In our next report we shall give more complete information, as the new crop is going to start in a few weeks, and it will then be possible to give absolutely exact information.

Jasmin

The market situation in jasmin products seems to be better. It is not yet possible to give exact data as to what the next crop will be like. However, a rise in prices is unlikely.

Rose

Up to the present the roses have not suffered from inclement temperatures, incompatible with their vegetation. A drop in prices is, however, not anticipated, because the requirements are pretty large while stocks are almost exhausted. It is announced from other countries that prices there for flowers are also comparatively high, so that there is every reason to believe that even if a drop should take place it would be insignificant as compared with prices of 1926.

Mimosa

The crop is actually in full swing. The industry has replaced the florist trade for these flowers and for the exportation of blossoming branches which cannot be used any more because they have opened up too far. In fact, all these flowers on arrival at the factories are now being treated with petroleum ether. A good crop is expected and also interesting prices.

Violet

The gathering of these flowers has ended. The industry has not shown any great activity for the manufacture. Can it be that these products are less in demand, or that the sales prospects are less encouraging? The fact is that many firms were not interested, although violets were offered at a very low price.

Lavender

An advance in prices is reported in lavender oil. Fairly large purchases have been made in the last few weeks, causing a rapid increase in price of about 25 francs per kilo.

Most of the Alpine distillers pretend that the present prices are not good enough to make the next distillation interesting. It is quite certain that, if the demand continues, we shall see a rapid increase in prices over those now in force.

Geranium

The geranium oil market is very quiet. Algerian grow-

ers have not cared to make new cuttings of geranium because of the present low prices. The cultivation of wine and cereals is more remunerative for them than geranium. The distillation and the high prices for coal cause too heavy overhead expenses for which the present price of the oil does not compensate. A rise in African geranium is foreseen as soon as business picks up again and after the little stock that is now being offered for sale has been exhausted.

Reunion oil, after having gone down considerably, has slowly gone up again, and then more rapidly as a result of the cyclone which has swept the island and which will involve new cuttings.

Grasse geranium oil has remained stationary.

Peppermint

The persistent slump in sales did not tend to produce a rise in prices, but, on the contrary, a further drop occurred in the entire peppermint region of the country. There are still some rather large stocks which are selling with difficulty although being offered at 50% lower prices than those which prevailed immediately after the distillation.

Prices of Sicilian Essences

(Special Correspondence)

LONDON, April 15.—The market in Sicilian essences is usually interesting at this period of the year. The lemon oil market has latterly been very steady. The shipment of the fresh fruit has been active, helping to steady the market in the oil. Production this year will be below the average of recent years, and any greatly increased demand would probably cause a decided stiffening in prices. The current price of the new crop of oil is around 9s per lb. c. i. f. for March-April shipment and 9s 3d for spot goods. Oil of sweet orange has also been steady and unchanged in price at around 9s 6d per lb., with the bitter orange oil slightly easier at around 9s 3d per lb. Bergamot oil is also a shade easier at 27s 9d per lb.

Italy to Analyze Oils

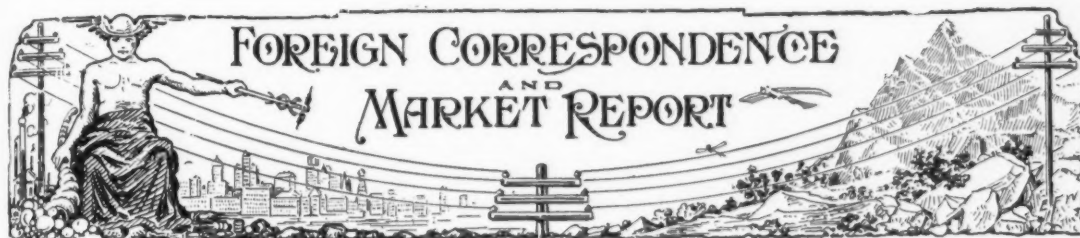
The Italian Minister of National Economy has issued an order calling for the analysis of all consignments of essential oils destined for export in order to overcome difficulties such as those recently met in making sales to the American market.

Export permits from Messina will no longer be granted unless the company buys a certificate of analysis. In addition, all parcels of citrus oils exported in the future must bear the government seal. The ruling is the direct result of the stand taken by the United States Department of Agriculture on the quality of imports of Italian oils.

An Indispensable Guide

(Claude V. Ozier, The Schozade Co., Toilet Preparations, 210 Waverly Ave., Highland Park, Mich.)

THE AMERICAN PERFUMER is, indeed, an indispensable guide for buying, as well as a journal full of useful information. I shall so look forward to renewing my subscription.



CEYLON

IMPORTS OF TOILET PREPARATIONS.—Ceylon, with a small European population, continues to expand as a market for toilet preparations according to consular advices. In 1926, imports of such articles were valued at 512,385 rupees (\$185,000) which represents an increase of 51 per cent over the 1925 importation. Although Great Britain maintained its position as chief source of supply, the doubling of imports from the United States is notable. The United States has for several years ranked as the second largest supplier of Ceylon's toilet preparation requirements, and in doubling the value of shipments advanced its ratio of participation from 21 per cent (1925) to 28 per cent.

A comparison of the value of imports for the last three years is of interest:

<i>Perfumery, Cosmetics, Powder, Toilet Requisites, etc.</i>			
	1924 Rupees*	1925 Rupees*	1926 Rupees*
United Kingdom	111,978	158,725	224,461
India	46,483	38,974	41,516
France	11,082	9,434	21,468
Germany	31,979	35,008	60,899
Japan	5,338	17,442	13,738
United States	64,367	73,602	145,897
Other countries	2,443	5,146	4,406
Total	273,670	338,331	512,385

* Value of Rupee: 1924, \$0.31; 1925 and 1926, \$0.36.

It is believed that the bulk of the imports from the United States is in the form of creams and powders, while those from continental countries are for the most part, perfumes. The common method of distribution of toilet preparations in Ceylon is through the medium of manufacturers' agents, who have exclusive agencies for different lines. Extensive advertising and distribution of samples are recommended as effective in introducing a new product.

GREAT BRITAIN

REVIEW OF INDUSTRY DURING 1926: The British demand for essential oils during 1926, due primarily to the decline in consumption requirements resulting from the coal strike and consequent industrial depression, is reported by the trade to have been generally below the average, although imports were larger, according to a recent review of the British Chemical industry issued by the Department of Commerce and prepared by Homer S. Fox. Fluctuations in the continental exchanges have also adversely affected the trade in these items, as well as in other commodities. At the beginning of 1927 there was a tendency toward increasing firmness in quotations for some oils, due in part to scarcity of supplies, and with the improved general outlook for 1927, together with the partial stabilization of the exchange situation, there is a somewhat more optimistic feeling.

An item of interest in connection with essential oils was the announcement early in 1927 of a decision by the customs

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THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

It is generally believed that improved conditions will prevail in the essential oil market during the next five weeks, and there is little reason to expect any depression in values. Chinese oils, together with peppermint, will bear very close watching, however.

There has been little complaint about business. Occasional spurts in buying have taken place, but the increased movement was largely confined to jobbing requirements. At the same time, however, it has been satisfactory for this season, with indications pointing to an improved buying movement in some lines. Some dealers assert that trading has been on a very narrow margin and, due to the low prices quoted, profits have been rather small. Stocks do not appear to be very large, and in very few instances has there been any desire on the part of sellers to press material on the market.

Prices were steady during the month despite the curtailed request from manufacturing consumers, although reductions seemed to exceed advances by a fair margin. A few items were firmer on account of conditions at primary markets. The reductions named were not of such a nature as to have any material effect upon fundamental conditions, toward weakness or the like. Lack of demand, excepting for conservative jobbing requirements, was the primary reason for the price revisions that favored buyers.

The Chinese situation continued to complicate the shipment markets on some oils, particularly anise and cassia. Cassia has become firmer, reflecting the higher prices quoted from the source of supply. Buyers are beginning to realize the uncertainty of the situation, and are rather anxious to cover their requirements. Anise has not responded to the strength of cassia to any great extent. This is due largely to the fact that the supply of this oil in the New York market is still fairly large. There are fair stocks of these oils held in producing centers, but there has been considerable difficulty in moving supplies to the shipping ports.

On account of seasonal operations, floral products have shown little change. With the exception of lavender, there does not appear to be any surplus stock on hand, and, as a result, the general tone of the market has been very steady. Moreover, sellers do not look for any material change in conditions until the movement of the new crop, which is still some time off.

Citrus oils have been very steady. Shipment prices were quite firm, with an upward tendency noted in some instances. Lemon has come down slightly, but the declines seem unlikely to continue. Although quantity prices on bergamot have been shaded, the general tone of the market is firm. The price of orange keeps a little ahead of that of lemon and, after a rather active demand in March, business has

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PRICES IN THE NEW YORK MARKET

(Quotations on those pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIALS OILS								
Almond Bitter, per lb.	\$3.30@	\$3.55	Guaiac (Wood)	3.00@		Tansy	6.50@	
S. P. A.	3.60@	3.95	Hemlock	1.15@		Thuja	1.50@	
Sweet True	1.00@	1.02	Hops, oz.	16.00@		Thyme, red	.85@	1.00
Apricot, Kernel	.74@		Horsemint	4.25@		white	.95@	1.05
Amber, crude	.50@	.65	Hyssop	24.00@		Valerian	11.00@	
rectified	.65@	.90	Juniper Berries, rectified.	3.30@		Verbena	3.75@	7.00
Ambrette, oz.	55.00@		Juniper Wood	.60@	.62	Vetivert, Bourbon	13.00@	15.00
Amyris balsamifera	1.95@		Laurel	5.00@		Java	18.00@	
Angelica Root	22.00@	28.00	Lavender, English	32.00@		East Indian	30.00@	
seed	37.00@	42.00	U. S. P. "IX"	4.00@	5.25	Wine, heavy	1.75@	
Anise, tech.	.72@		Garden	.55@		Wintergreen, Southern	4.50@	
Lead free, U. S. P.	.74@	.80	Lemon, Italian	3.20@	3.40	Penn. and Conn.	8.00@	9.50
Aspic (spike) Spanish	1.25@		Calif.	2.60@		Wormseed	3.25@	3.50
French	1.25@		Lemongrass	1.20@		Wormwood	7.75@	8.00
Bay, Porto Rico	2.25@		rectified	1.60@		Ylang-Ylang, Manila	26.00@	32.00
West Indies	2.25@		Limes, distilled	7.75@	8.20	Bourbon	12.00@	15.00
Balsam Tolu	7.50@		expressed	10.00@		TERPENELESS OILS		
Balsam Peru	9.00@		Linaloe	2.65@		Bay	6.25@	
Basil	24.00@	36.00	Lovage	16.00@		Bergamot	17.50@	18.00
Bergamot, 35-36 per cent.	7.00@	9.00	Mace, distilled	2.10@		Clove	3.25@	
Birch, sweet N. C.	1.90@	2.15	Mandarin	10.00@		Geranium	8.50@	9.50
Penn. and Conn.	4.70@	4.75	Marjoram	6.25@		Lavender	14.50@	
Birchtar, crude	.14@		Melissa	5.00@		Lemon	18.00@	20.00
Birchtar, rectified	.65@	.70	Mirbane	.15@		Lime	36.00@	60.00
Bois de Rose, Femelle	2.80@	3.00	Mustard, genuine	12.00@	14.00	Orange, sweet	110.00@	
Cade, U. S. P.	.30@	.35	artificial	2.30@	2.45	bitter	100.00@	
Cajeput, Native	1.05@		Myrrh	12.50@		Petitgrain	6.00@	
Calamus	4.00@		Myrtle	4.00@		Rosemary	1.75@	
Camphor, "white"	.15@	.16	Neroli, Bigarade, pure	110.00@	160.00	Sage, Clary	45.00@	
sassafrassy	.18@		Petale, extra	125.00@	200.00	Vetivert	35.00@	
Cananga, Java native	5.30@		Niaouli	2.50@		Ylang-Ylang	22.00@	35.00
rectified	6.50@		Nutmeg	2.10@		OLEO-RESINS		
Caraway Seed, rectified.	2.10@		Olbanum	6.75@		Benzoin	2.50@	5.00
Cardamon, Ceylon	40.00@	42.00	Orange, bitter	3.15@	3.50	Capsicum, U. S. P. VIII.	3.25@	3.50
Cascarilla	64.00@	70.00	sweet, W. Indian	3.00@		U. S. P. IX.	3.25@	3.50
Cassia, 80@85 per cent.	2.00@		Italian	3.45@	3.55	Ginger, U. S. P. VIII.	4.60@	
rectified, U. S. P.	2.50@		Calif. exp.	2.95@	3.25	alcoholic	3.00@	
Cedar Leaf	1.35@	1.40	dist.	2.40@		Cubeb	4.00@	
Cedar Wood	.40@	.45	Origanum, imitation	.35@		Malefern	2.15@	
Cedrat	4.75@		Orris Root, concrete, do-	3.25@	4.00	Oak Moss	15.00@	15.50
Celery	10.00@		mestic	4.00@	5.00	Olbanum	3.25@	
Chamomile, oz.	3.50@	5.00	foreign	55.00@	70.00	Orris	6.00@	15.00
Cherry laurel	12.00@		Orris Root, absolute (oz.)	18.00@		Patchouli	18.00@	
Cinnamon, Ceylon	12.00@	15.00	Orris, liquid	18.00@		Pepper, Black	3.85@	
Cinnamon leaf	1.50@		Parsley	6.50@		Sandalwood	16.00@	
Citronella, Ceylon	.42@	.46	Patchouli	9.00@	15.00	Vanilla	8.50@	15.00
Java	.60@	.65	Pennyroyal, American	2.55@		DERIVATIVES AND CHEMICALS		
Cloves, Bourbon	2.25@	2.50	French	1.95@		Acetaldehyde 50%	2.00@	
Zanzibar	1.80@	1.85	Pepper, black	8.00@		Acetophenone	3.60@	4.40
Cognac	22.00@		Peppermint, natural	4.60@	4.75	Acetyl Iso-eugenol	9.00@	
Copaiba	1.20@	1.30	redistilled	4.80@	4.90	Aldehyde C 8	40.00@	
Coriander	6.45@	6.60	Petitgrain, So. Amer.	1.85@		C 9	50.00@	
Croton	.98@	1.20	French	15.00@		C 10	30.00@	
Cubebs	4.80@	4.95	Pimento	4.50@		C 11	35.00@	
Cumin	9.50@		Pine cones	3.75@		C 12	45.00@	
Curacao peels	5.25@		Pine needle, Siberia	1.45@		C 14	35.00@	
Curcuma	3.00@		Pinus Sylvestris	2.00@		C 16	25.00@	40.00
Cypress	5.50@		Pumilionis	2.75@		Amyl Acetate	1.00@	
Dillseed	4.50@	6.50	Rhodium	15.00@		Amyl Butyrate	1.80@	
Elemi	1.65@		Rose, Bulgaria	10.00@	15.00	Amyl Cinnamate	2.35@	
Erigeron	5.75@		Rosemary, French	.72@		Amyl Formate	1.75@	2.00
Estragon	44.00@		Spanish	.50@		Amyl Phenyl Acet	5.00@	
Eucalyptus, Aus. "U.S.P."	.67@	.70	Rue	4.20@		Amyl Salicylate, dom.	1.45@	
Fennel, Sweet	.96@		Sage	2.50@	3.00	foreign	1.65@	
Galbanum	26.00@		Sage, Clary	24.00@	26.00	Amyl Valerate	3.00@	3.50
Galangal	22.50@		Sandalwood, East India	8.55@		Anethol	1.40@	
Geranium, Rose, Algerian	3.50@		Santalum Cygnorum	5.00@		Anisic Aldehyde, dom.	3.65@	
Bourbon	3.36@		Sassafras, natural	1.00@	1.25	foreign	3.75@	
Spanish	16.00@		artificial	.30@	1.10	Benzaldehyde, U. S. P.	1.30@	
Turkish (Palma rosa)	3.10@		Savin, French	2.00@		F. F. C.	1.55@	1.90
Ginger	6.25@		Snake Root	13.50@		Benzylidenacetone	3.25@	4.25
Gingergrass	3.25@		Spearmint	4.85@		Benzophenone	5.50@	
			Spruce	1.15@				
			Styrax	12.00@				

Benzyl Acetate, dom.	1.15@		Octyl Alcohol	32.00@		Rice Starch12@	.15
foreign	1.35@	1.45	Paracresol Methyl Ether.	7.00@	8.00	Rose leaves, red	2.00@	
Benzyl Alcohol	1.40@	2.30	Paracresyl Acetate	5.75@		pale65@	
Benzyl Benzoate	1.35@	1.60	Phenylacetaldehyde 50%	6.00@	8.00	Rose water, gal.	1.25@	
Benzyl Butyrate	5.50@	6.25	imported	6.00@	8.00	Sandalwood chips45@	.50
Benzyl Cinnamate	9.50@		100%	9.50@	10.50	Saponin	1.60@	
Benzyl Formate	3.60@		Phenylacetic Acid	3.25@	4.00	Styrax47½@	2.20
Benzyl Iso-eugenol	30.00@		Phenylethyl Acetate	10.00@	15.00	Talc, domestic (ton) ..	18.00@	30.00
Benzyl Propionate	4.00@	5.00	Phenylethyl Butyrate	16.00@	20.00	French	40.00@	45.00
Benzyl Succinate	5.50@		Phenylethyl Formate	18.00@		Italian	50.00@	65.00
Borneol	2.75@	3.50	Phenylethyl Propionate ..	16.50@		Vetivert root30@	
Bornyl Acetate	3.50@		Phenylethyl Valerate	20.00@		Zinc Stearate26@	.30
Bromistylol	4.75@		Phenylethyl Alcohol, do-					
Carvene50@		mestic	5.25@	6.00			
Carvol	5.75@		imported	5.25@	6.00			
Cinnamic Acid	3.25@	3.50	Phenylpropyl Alcohol	16.00@				
Cinnamic Alcohol	4.00@	4.25	Phenylpropyl Aldehyde	12.00@		Tonka Beans, Para95@	1.00
Cinnamic Aldehyde	2.75@		Rhodinol, dom.	9.50@	17.00	Tonka Beans, Angostura.	2.00@	2.25
Citral C. P.	2.75@	3.00	foreign	12.00@	17.00	Vanilla Beans, Mexican..	3.75@	5.00
Citronellal	3.25@		Safrol31@	.34	Mexican, cut	3.00@	3.50
Citronellol, dom.	5.25@	6.50	Skatol, C. P. (oz.) ..	9.00@	10.00	Vanilla Beans, Bourbon,		
foreign	5.75@	7.00	Styrallyl Acetate	20.00@		whole	2.75@	3.00
Citronellyl Acetate	8.00@	9.00	Styrallyl Alcohol	20.00@		Bour, cut	2.50@	
Courmarin, dom.	3.75@		Terpineol, C. P. dom.40@		Vanilla Beans, Tahiti,		
foreign	3.75@		imported50@	.60	yellow label	2.75@	
Cuminic Aldehyde	62.00@		Terpinyl Acetate	1.15@		white label	3.00@	
Decyl Acetate	28.00@		Thymene35@				
Decyl Alcohol	28.00@		Thymol	3.00@				
Diethylphthalate32@		Vanillin	7.80@	8.15			
Dimethylphthalate65@		Violet Ketone Alpha	7.50@	10.00			
Diphenylmethane	1.75@	2.50	Beta	7.00@	8.00			
Diphenyloxide	1.25@	1.40	Yara Yara	1.50@	1.75			
Ethyl Acetate50@	.55						
Ethyl Benzoate	1.80@							
Ethyl Butyrate	1.80@							
Ethyl Cinnamate	4.50@							
Ethyl Formate	1.25@							
Ethyl Propionate	2.75@							
Ethyl Salicylate	2.65@							
Eucalyptol	1.00@							
Eugenol	2.90@	3.25						
foreign	2.90@	3.50						
Geraniol, dom.	2.75@	3.15						
foreign	3.00@	4.50						
Geranyl Acetate	4.65@							
Geranyl Butyrate	12.50@							
Geranyl Formate	12.00@							
Heliotropin, dom.	1.85@	2.00						
foreign	2.10@	2.35						
Hydroxycitronellal	8.50@	11.00						
Indol, C. P. (oz.) ..	4.50@	6.00						
Iso-borneol	2.75@							
Iso-bornyl Acetate	4.00@							
Iso-Benzoate	4.00@							
Iso-butyl Salicylate	3.00@	6.00						
Iso-eugenol, dom.	3.85@							
foreign	4.50@	4.75						
Iso-safrol	1.75@							
Linalool	4.00@	5.00						
Linalyl Acetate 90%	6.75@	7.50						
Linalyl Benzoate	13.00@							
Methyl Acetophenone	4.25@	3.00						
Methyl Anthranilate	2.55@							
Methyl Benzoate	2.50@							
Methyl Cinnamate	4.50@							
Methyl Eugenol	8.00@	10.00						
Methyl Heptenone	10.00@	11.00						
Methyl Heptene Carbon ..	22.00@	36.00						
Methyl Iso-eugenol	10.00@	14.00						
Methyl Octine Carb.	25.00@	32.00						
Methyl Paracresol	6.75@	7.50						
Methyl Phenylacetate, ..								
Art, Honey Aroma	4.65@	6.00						
Methyl Salicylate47@	.52						
Musk Ambrette	7.25@	9.00						
Ketone	8.50@	10.00						
Xylene	2.60@	3.00						
Nerolin	1.50@	1.75						
Nonyl Acetate	48.00@							
Nonyl Alcohol	40.00@	52.00						
Octyl Acetate	32.00@							
			Alcohol, Cologne spts.,	gal.	3.75@	3.90		
			Almond Meal40@	.50			
			Ambergris, black (oz.) ..	20.00@	Nom			
			gray	32.00@	Nom			
			Balsam Copaiba, S. A. ..	.57½@				
			Para52½@				
			Balsam Peru	1.95@				
			Tolu	1.25@				
			Baudruche skins, gr.	18.00@	25.00			
			Beaver Castor	4.50@	7.00			
			Cardamon Seed, green ..	1.35@				
			decort	1.80@				
			Castoreum	12.00@	15.00			
			Chalk, precipitated03½@	.06½			
			Cherry laurel water, gal. .	1.25@				
			Civet horns (oz.)	2.75@	3.25			
			Guarana	2.00@				
			Gum Benzoin Siam	1.40@	1.80			
			Sumatra65@				
			Gum Galbanum	1.65@				
			Gum Myrrh35@	.50			
			Kaolin03@	.03½			
			Labdanum	8.00@				
			Lanolin hydrous18@	.20			
			anhydrous20@	.23			
			Menthol, Jap.	4.60@	5.50			
			synthetic	3.75@	4.25			
			Musk, Cabs, pods (oz.) ..	Nominal				
			grains	Nominal				
			Tonquin, gr. (oz.) ..	36.00@				
			pods	25.00@				
			Olibanum, tears14@	.30			
			siftings12½@				
			Orange flowers40@	1.00			
			Orange flower water, gal.	1.50@				
			Orris Root, Florentine ..	.11@	.13			
			powdered15@	.25			
			Orris Root, Verona10@	.12			
			powdered12@	.25			
			Patchouli leaves40@	1.00			
			Peach Kernel meal35@				
			Reseda flowers, powd.	1.50@				
			Rhubarb Root, Shensi ..	Nominal				
			High Dried60@	.62			
			Powdered67@	.70			

THE MARKETS

(Continued from Page 101)

slackened off a trifle. There are few, if any, indications pointing to a break in the market. Mint oils are easier. Apparently, prices are regarded as low, for there is a fair buying interest. There is only a conservative interest shown on the part of buyers. Peppermint showed a slight advance early in the period, but this proved to be only temporary, and holders in the country are now rather anxious to move stocks.

Among the miscellaneous oils, mace and nutmeg are firmly held, reflecting the strength in raw material. Good quality patchouli continued very scarce and high prices are quoted. The supply of both cedar leaf and cedar wood has increased and the tendency of prices is downward.

Synthetics and Aromatic Chemicals

There has been a reasonably active inquiry through the list and one which has prevented any unusual price developments. Consumers have curtailed their purchases generally to small quantities for immediate use but on the whole the volume has been quite satisfactory. Reports indicate that the quality of offerings has been steadily growing more uniform and that the industry is on a very satisfactory basis in this respect. There also seems to be less difficulty in selling American products on the score of quality and uniformity than was the rule earlier in the progress of the industry.

Changes have been relatively few. There is a firmer tone in varvol due to the situation existing in the raw material. Linalool is somewhat steadier but geraniol and geranyl derivatives are none too steady and some shading is reported on both domestic and imported products. Eugenol is steadier and foreign eugenol and iso-eugenol are both somewhat higher.

The musks have been irregular. Domestic makers are holding pretty well to established prices but importers state that they are finding competition very keen and prices inclined to be unsettled. This is particularly the case in musk xylene.

Violet ketones are firmer and good quality goods are unobtainable at the prices recently quoted in the market. The demand for these products has been very good. Other items in the group are being maintained very well with very little change in the situation.

Vanilla Beans

The market has been somewhat more active with the approach of warmer weather and consumers have been taking on small and moderate lots regularly enough. Deliveries against contracts have also been fairly heavy although the volume of contract business on the books of leading sellers is somewhat lighter than is usual. Conditions at primary points are said to be only reasonably satisfactory from the standpoint of yields. At the same time, stocks of beans available in this market are adequate and there are fairly heavy supplies in Marseilles which can be bought at quite reasonable price levels. Values in this market have steadied a little but are far from strong and unlikely to strengthen much unless something unforeseen occurs to alter the current position of the market.

Sundries

Menthol has been the feature on account of the financial difficulties of one of the largest producers. This has unsettled the situation but latest advices are to the effect that

FOREIGN CORRESPONDENCE

(Continued from Page 101)

and excise officers to permit the valuation for customs purposes of sweet-birch oil, imported into Great Britain on the same basis as methyl salicylate. The result of this decision is to effect an important reduction in the actual amount of import duty payable on sweet-birch oil, although the rate of duty remains at 33½ per cent ad valorem.

Among the many allied industries usually connected with chemicals the perfumery and toilet preparations are important. This particular branch has made rapid strides in its export markets during the last few years, the bulk of which is shipped to the British possessions. Figures for 1926 are not yet available, but in 1925 the exports amounted to £805,918 and the imports to £791,777. The United States is the principal source for the imports, supplying the largest share.

NETHERLANDS EAST INDIES

PRODUCTION OF ESSENTIAL OILS.—According to official statistics on the export crops of the Netherlands Indies during 1925, the total area planted in essential oil crops in these islands in that year was 18,480 bouws, of which 17,527 bouws were in Java and 953 bouws in Sumatra, Celebes, and Banka. (Bouw equals 1.75 acres.) The area harvested was 12,592 bouws in Java and 435 bouws in the other islands above mentioned. The number of plantations submitting returns was 121, of which 104 in Java (plus five factories purchasing the raw material from native areas) and 12 in the other islands. In view of the high prices of essential oils during the last three years it is not surprising that the planted area increased from 6,845 bouws in 1923 to 11,453 bouws in 1924 and 18,480 bouws in 1925. A considerable increase was also noted in the quantity of the product bought from native areas, which indicates an extension of cultivation in such areas.

The total production of citronella or "serah" oil in 1925 was 439,186 kilos, of which 422,969 kilos were produced in Java. The quantity purchased from native areas was 67,484 kilos; making the total citronella oil production 506,670 kilos. The quantity of citronella oil bought up from native areas in Java was 66,563 kilos, the greater part of which was from the Preanger district. Besides the production of citronella oil there were 174 kilos of palmarosa oil; 40 kilos, lemon grass oil; 149 kilos patchouli oil, and 10,342 kilos of dry patchouli leaves. The total 1925 production of all essential oils was thus 507,133 kilos, against 411,181 kilos in 1924.

TURKEY

DENATURED ALCOHOL DIFFICULTIES.—Turkish manufacturers of eau de Cologne complain that the society which administers the alcohol monopoly is seriously prejudicing their business by refusing to supply other than denatured alcohol. The monopoly maintains that the alcohol supplied to manufacturers of perfumes is merely colored, to prevent its use for making "raki" (an alcoholic beverage), and not otherwise altered. The matter has now been referred to the Chamber of Commerce.

there is nothing to be feared in the market for this material. Stocks are not to be dumped by this factor but will be disposed of through firm channels. Rhubarb root, on account of the Chinese situation, has stiffened considerably. Saponin is firmer. Other items are virtually unchanged.



UNITED STATES SUES POTASH COMBINE

An injunction suit has been filed by the Department of Justice against the German and French producers of potash. The suit has been brought in the United States District Court of New York under the Sherman Anti Trust Law and the Anti Competition Provision of the Wilson Act.

The complaint alleges the French and German companies constitute the only sources of large supplies of potash and that users in the United States are almost wholly dependent upon them for their requirements. It further states that the French and German companies since 1924 have been dividing the market and fixing the prices at which potash should be sold in the United States. The petition also charges that beginning May 1, 1927, the French and German manufacturers have agreed to select a single exclusive selling agency with which they will agree upon prices to be charged for potash in the United States. Representatives of both the French and German groups of potash producers have issued statements reflecting their attitude in the matter.

These statements are to the effect that the present arrangement is more than equitable to the American consumer, who is able to buy potash at practically pre-war prices. Both outline plans for the future which would apparently also help the consumer. The formal answer to the suit has not yet been filed.

A conference of the attorneys representing the government was held recently to consider plans for the suit.

Equilibria Underlying Soap Boiling Process

System potassium laurate-potassium chloride-water. J. W. MCBAIN and M. C. FIELD (*J. Physical Chem.*, 1926, 30, 1545-1563).—Phase diagrams for the systems potassium laurate-water, and potassium laurate-potassium chloride-water at 18°, 90°, and 200° have been worked out. These systems are similar to those of other soaps, such as potassium oleate and sodium palmitate (cf. McBain and Elford, A., 1926, 358), the chief phases being crystals, isotropic liquid, and two anisotropic liquids, viz., middle soap and neat soap. All the phases found in the three-component system which includes salt occur in the two-component system, soap and water. The limits of the field of existence of isotropic liquid solutions of potassium laurate have been determined up to 376° in the absence of the chloride and up to 225° in its presence. This single phase includes solutions which are wholly crystalline as well as those which are colloidal electrolytes, and ranges, at sufficiently high temperatures, from pure water up to anhydrous potassium laurate, complete miscibility occurring above 376°. The neat soap and middle soap are typical conic anisotropic liquids, and the latter is much more prominent with potassium laurate than for the higher soaps, and more likely to disturb the normal course of soap making.—*British Chemical Abstracts*.

PROGRESS OF BRITISH SOAP INDUSTRY

LONDON, April 10.—A survey taken on the Census of British Production made in 1924 is now being issued in sections by the Board of Trade in London. This census is of particular significance, as it is the first to be made since the war. The last complete census was that of 1907. One was taken in 1912, but, owing to the amount of work involved, was incomplete at the outbreak of war, when it had to be abandoned.

Five sections of the survey of the 1924 census have now appeared, the last of these giving the figures for the soap and seed-crushing trades. The total value of the products in the soap and candle trades in 1924 was £30,626,000, as compared with £12,218,000 in 1907. The bulk of this in both cases represented soap produced. In 1924 the total value of the soap was £21,107,000, of which £12,672,000 represented the value of household and laundry soap, £3,045,000 that of toilet soap, and £212,000 the value of shaving soap. The total quantity of soap produced in 1924 was only slightly in excess of that of 1907, having risen from 7,440,000 cwt. (cwt. = 112 lbs.) to 8,825,000 cwt. The amount of candles produced during the year was only 820,000 cwt., as compared with 946,000 cwt. in 1907, but there was an increase in the amount of paraffin wax produced, from 70,000 cwt. in 1907 to 112,000 cwt. in 1924.

The soap exported in 1924 amounted to 1,534,000 cwt., valued at £3,691,000, in which the chief items were household and toilet soaps. The net imports during the year were valued at £695,000. The exports of candles were valued at £416,000, and the imports amounted to only £20,000. The report states that the quantities of soap of all kinds available for consumption per head of the population amounted to approximately 18 lbs. in 1907, about 17¾ lbs. in 1912, and about 19 lbs. in 1924. The net output in 1924 amounted to £11,335,000, or £411 per head of the persons employed, as compared with about £155 in 1907. The average number of persons employed was 27,599, in comparison with 18,718 in 1907.

In the seed-crushing trade the total value of goods produced in 1924 was £36,344,000, of which £13,268,000 represented the value of unrefined oils, £8,962,000 the value of refined oils, and £13,402,000 the value of cakes and meals. The total quantity of unrefined vegetable oils was 472,700 tons, as compared with 250,000 tons in 1907. The total exports in 1924 were 95,200 tons and the net imports amounted to 360,200 tons. The net output of the factories was £3,832,000.

New Chemistry Definition

Chemistry Professor: Name three articles containing starch.

Student: Two cuffs and a collar.—*Epworth Herald*.

The Manufacture of Shaving Cream

By Dr. E. G. Thomssen, Winona, Minn.

Consulting Editor on Soaps

(Continued from the March issue of this Journal)

Let us consider the *modus operandi* of a shaving cream in more detail.

Equipment Described

For making shaving cream by the cold process or the boiled process practically the same equipment is required. This consists of a steam jacketed kettle with an agitator which revolves very slowly. This slow motion is of extreme importance as shaving cream aerates very readily and 5-10 R. P. M. is sufficiently fast. An open steam coil in the bottom of the kettle is necessary for the full boiled cream. The kettle is best arranged so it can be tilted and the agitator can be removed, though at least a six inch outlet in the bottom may also be used for emptying. An aluminum or glass lined vessel for melting the stearic acid is required as well as a black iron tank and measuring vessel for dissolving and measuring the lyes. A stout wooden paddle not over five feet long and proper containers to hold the finished cream complete the equipment. We assume, of course, that the necessary laboratory apparatus for testing as well as tube filling and closing machinery are available.

Half Boiled Process

For making the cream by the half-boiled process the coconut oil, tallow, soda lye and about one quarter of the potash lye, together with the glycerine are first introduced in the mixing kettle. Steam is turned on the jacket and the mass agitated until the fats are saponified. The rest of the lye and water are now added. The molten stearic acid is then allowed to flow into the mixing kettle in a slow, steady stream until all is added. The agitator is in motion during the entire operation. At the neutral point, the mass becomes very stiff and some hand crunching is necessary to aid in breaking up the lumps with most mechanical agitators. The mixing is continued. The heating is diminished and the soap is mixed until it is homogenous. It is then tested for free fatty acid or alkali and corrected exactly to the neutral point. To superfat the cream the required amount of free stearic acid may be added to bring up the percentage to from 3 to 5 per cent. Another method is to add the calculated amount of either dilute hydrochloric or sulfuric acid to set free 3-5 per cent of fatty acid. The most satisfactory procedure is, however, to add about $1\frac{1}{2}$ pounds of boric acid to each 100 pounds of shaving cream. In either of these three cases the cream should be analyzed for the percentage of free fatty acids by titration in the laboratory and corrected not only to the desired percentage but analyzed and corrected for the total fatty acid as well. The cream loses its stiffness as the free fatty acid is liberated and can easily be stirred and boiled. When the cream is properly corrected, all the heat is turned off and it is agitated until cool. It should then stand about 24 hours longer before tubing.

Full Boiled Process

To make shaving cream by the full boiled process a very similar method is used. The neutral fats are first saponified with the caustic soda lye and a part of the potash lye. The

presence of the glycerine at this stage hastens the saponification, so it too is added at this point. The open steam coil and agitator are both convenient to use to carry out this operation. The rest of the potash lye and some water are then added and the heating with the open coil continued. The stearic acid which has been previously melted is now poured in a portion at a time and the boiling and agitation is cautiously carried on. As the neutral point is reached, the mass thickens and more care must be exercised in boiling. Some hard crutching at this point will help. The cream is tested for neutrality by dissolving a bit of a uniformly taken sample in a test tube containing neutralized alcohol with phenolphthalein as the indicator. Small additions of lye or stearic acid are thoroughly mixed in until the mass is neutral. A better way is to analyze in the laboratory for the exact amount of lye or stearic acid required to obtain neutrality. The proper correction is then made and the cream is adjusted to the free fatty acid side in the way already described under the half boiled process. Both agitation and boiling with the open steam coil are employed during this operation. This operation is continued until the mix is like sugar syrup in consistency and no lumps are visible in the cream. The open steam coil is then shut off. The cream should now be tested for both total fatty acids and free fatty acids. By the use of open steam, more water is introduced through condensation, than is necessary in the finished cream. It becomes imperative, therefore, to boil down the cream by use of dry steam to evaporate the excess of water. Agitation helps during this procedure. When the cream has reached the proper point as to fatty acid content, the heat is turned off, but agitation is continued. Cold water circulating through the jacket of the kettle may be now used to cool the cream more rapidly. When the cream has cooled down sufficiently, the perfume is added and the mixing is continued until the mass reaches room temperature. The kettle is then emptied and the cream allowed to stand for at least 24 hours before filling into tubes. A check of the analysis of the cream is advisable when it has cooled. The batches can also be weighed to absolutely check the yield.

Large batches may be made by this process of manufacture. With increased quantities, however, greater precaution in making and of chemical control are necessary.

After the cream has been filled into the tubes, samples should be preserved for future reference. It is also a good test to expose such tubes to both extremes in temperatures which the cream may be called to withstand. After returning to normal temperature, an examination of the cream will indicate whether it is properly made.

Perfuming and Filling

As to the perfuming of the cream, this is a question which must be decided by individual taste. Perfume products which darken in soap must be guarded against. Shaving cream requires about 0.5 per cent of an ordinary perfume mixture for strength of odor. Lavender combinations are

most popular for this purpose, though bay rum, lily and lilac odors are also used to some extent.

In filling the tubes extra precautions must be taken to set automatic machinery that no excess cream gets on the outside of the tubes. The caps should all be retightened by hand, before filling. It is particularly important that the folds of the open end of the tube be kept absolutely free from cream for the application of the clip to a poorly filled tube results in unsightly corrosion at this point as the cream ages. Much later difficulty in this respect may be avoided by a little care during the filling operation. The application of the clip and cleanliness of the folds is a point, therefore, which should have most careful consideration. Zinc composition rather than steel clips are recommended.

The Package

The question of package is best decided by the advertising and sales departments. The design of the carton and decoration on the tube, as well as color scheme and wording, should have very careful consideration.

The manufacture and packing of shaving cream is then something which presents more difficulties than the making of most soaps. Care in manufacture, chemical control, pleasing perfume and proper filling and packaging will go a long way toward producing a product that repeats, once it has been sold and reached the hands of the ultimate judge and critic, the consumer.

Methods of Saponification

C. BERGELL (*Z. deuts. Oel-u. Fett-Ind.*, 1926, 46, 737-738, 753-754, 769-770).—The first two sections of this paper deal mainly with the empirical development of soap-boiling processes during the last century. It is then shown that the velocity of saponification $= v = KC_1C_2$, where C_1 and C_2 are the concentrations of esters and alkali respectively, and since C_1 and C_2 decrease in geometric progression, v also decreases. This equation would hold for a molecularly homogeneous solution, but in the case of emulsions in soap boiling a modification results from the fact that the surface of the fat globules does not vary directly with the decrease of weight of fat as the saponification proceeds. Experiments are then described in which specimens of coconut oil and tallow are saponified at varying temperatures, and with varying amounts of alkali in excess of that theoretically required, the results of acid value determinations being tabulated and plotted. When the amount of saponification per unit time is plotted against time a minimum occurs in the first third of the curve in each case, this being the point at which the lye in oil emulsion changes over to an emulsion of oil in lye, the actual position varying with conditions of temperature, concentration of lye, and the kind of fat. In one case separation occurred half-way through the experiment, and the rate of saponification fell off steeply. The general conclusion is that the maintenance of a good emulsion is more important than a high saponification temperature, and the author is of opinion that the cold saponification process merits much wider application in the soap industry.—*British Chemical Abstracts*.

Splitting Oils and Fats

W. SCHRAUTH and H. HAUSMANN. U. S. 1,608,341, Nov. 23. Organic sulfo compounds are used in mixture with porous materials such as kieselguhr, fuller's earth or animal charcoal which produce a pulverulent product by absorption.—*Chemical Abstracts*.

BRITISH FOREIGN TRADE IN SOAPS

Although British imports of soaps in 1926 were larger than in the preceding year, they did not regain the dimensions of 1924 by 36,611 American hundredweight, says Alfred Nutting, Clerk in the American Consulate, London, England, in a report, dated January 25, to the Department of State, and made public by the Department of Commerce. Owing to a change in the method of classification in the official trade returns, soft soap in 1926, including cottonseed oil soap which was formerly recorded under "scoring," comparison is not possible in respect of the quantities imported of abrasive soap (hard or in powder) for polishing or scouring, soft soap in 1926, naturally showing a great increase and abrasive a heavy decline; but toilet soap recorded a further decrease in 1926, following a decline of about 20 per cent in 1925, contrasted with 1924, and while little change appeared in the figures for hard soap other than toilet (shaving or abrasive), unenumerated "other sorts" rose sharply, compared with 1925.

The soap market in Great Britain is mainly dominated by the domestic industry, a circumstance which accounts for the comparatively small imports, details of which for 1925 and 1926 are appended, weight being in the American equivalent and sterling values converted at par:

Soap	1925		1926	
	Cwt.	Value	Cwt.	Value
Soft	1,765	\$22,706	49,281	\$252,761
Hard (not toilet, shaving or abrasive)	155,949	1,506,644	155,982	1,407,669
Abrasive	58,886	339,925	10,138	60,374
Toilet and shaving	68,025	1,452,100	65,725	1,443,944
All other resorts.	5,674	41,242	25,060	139,586
Total	290,299	\$3,362,617	306,186	\$3,304,334

British exports, in the aggregate, were larger in 1926, than in either of the two preceding years, the decline in 1925, contrasted with 1924, being more than recovered; it will be noted in the statement below, that British exports amount to over five times the volume imported, a fact which gives point to the predominance of the domestic article in the home market.

As will be seen, all descriptions other than soft soap, recorded increases in 1926 over 1925, and that the greatest gain was in hard soap (other than toilet, shaving or abrasive), the rise in which was due to heavier shipments to British East Indies and "other" British countries:

Soap	1925		1926	
	Cwt.	Value	Cwt.	Value
Soft	61,311	\$450,020	49,189	\$323,807
Hard, in bars of tablets (other than toilet, shaving or abrasive)	1,463,710	12,526,644	1,513,709	12,910,552
Abrasive ...	25,327	306,079	26,815	322,946
Toilet and Shaving ..	73,123	3,018,140	81,119	3,285,554
Other sorts .	40,206	666,324	50,524	866,169
Total	1,663,677	\$16,967,207	1,721,356	\$17,709,028

Coöperation in the Soap Industry

Closer Union Between the Individual Manufacturers Is Steadily Developing Because of Mutual Problems

In an article appearing in the March issue of this journal, the matter of increasing co-operation and the greater tendency among the manufacturers to work out their problems jointly rather than separately was considered. There has been a decided lack of co-operative effort between members of the industry in the past. It has led them into strange difficulties at times and they have begun to realize this fact.

In addition, the changing trend of the industry and the necessity for protection against certain difficulties and troubles which have arisen during the last few years has brought even some of the more reluctant of the manufacturers to seek the advice and even the assistance of keen competitors and not altogether friendly business rivals.

In the article referred to, a certain definite trend toward mergers and consolidations was pointed out. This has been one of the most important manifestations of the trend toward a more closely knit industry. Several important mergers of recent months were mentioned and the causes for merging of companies and absorption and elimination of smaller and weaker members of the group were considered at some length. It may be said that this is a tendency which is still greatly in evidence and which will undoubtedly be the cause of numerous far-reaching and important changes in the character of the industry during the next two or three years. There are already further rumors of mergers, purchases and combinations to come in the soap and allied industries and it is to be expected, under the conditions outlined in the March article, that more will be discussed and put through unless there is a distinct change in the underlying conditions which are forcing affairs into this trend.

Trend Toward an Association

The other trend which has become more marked during the last few months than ever before in the history of the industry is that which is bringing the reluctant soap manufacturer to co-operate with his competitor in ways which still enable each to retain his individual identity.

Several months ago, THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW published a series of articles showing what trade association work had done for various important industries in the country, how such associations had been formed and why they were apparently so successful in handling problems of mutual interest to the individual manufacturers in these industries. It was pointed out in these articles that save for a section in another association, the soap industry had as yet failed to bring itself into an organized and well-knit whole which could effectively combat detrimental tendencies and as effectively promote matters which would be for the general welfare of the industry as a whole. In addition, some of the many problems which the soap manufacturers are facing at the present time were outlined and discussed at some length.

But again, it was not due to anything which had been written or said upon the subject that the tendency to get

together for mutual solution of troublesome problems became more prominent. Rather has it been due to a combination of circumstances which has forced the individual manufacturers into different lines of thinking than those which have been usual in the soap industry since its first establishment.

Glycerine Problems Considered

Probably the single subject which has had the most to do with bringing about this most desirable end has been the matter of disposal of glycerine. Ever since the close of the war dropped glycerine from its high levels to about the lowest price in history and left all countries faced with the disposal of heavy accumulated stocks of the article, efforts have been made to bring about a condition which would lead to a more stable and consistent market for the item. At first, these efforts were along the lines of producing a more or less arbitrary stabilization. These failed because they were fundamentally unsound and also because the size of the business did not permit of the usual juggling.

Later on, efforts were made to see through the proposition completely and to develop ways in which the situation could be taken care of. The result, or at least one of the results, of this effort was the development of the use of the product in anti-freeze mixtures. To market this product in competition with the well established and highly co-operative alcohol industry was a problem which, despite the organizations of individual manufacturers and their long experience in marketing, the manufacturers found they could not handle separately.

At the outset, it was by no means apparent that the result of this campaign would be to bring the various manufacturers together in an association of their own. In fact, it seemed hardly likely that any such result could be attained. Meetings were held at various places attended by representatives of the larger soap producers and plans for co-operative advertising and marketing were thoroughly discussed. It was only natural in the circumstances that other problems affecting the industry should also come up for discussion at these conferences. Inevitably, the individual manufacturers arrived at the conclusions that much in addition to glycerine marketing could be accomplished by co-operative effort.

New Association Formed

The ultimate result was the incorporation of the American Soap and Glycerine Producers' Association. This association, which includes in its membership most of the leading soap manufacturing concerns, has apparently departed from the question which originally brought the group together. It is now an organization for research in the problems of the soap industry. Among the subjects which it will take up in the near future is a general health and cleanliness educational campaign. Other questions will be taken up from time to time as circumstances dictate.

The Soap Section of the American Grocery Specialties Manufacturers Association has been in existence for several

years. It has not, however, had a very profound effect upon trade practices, although some good work has been accomplished. Recently, however, on account of circumstances surrounding the conduct of the soap business and also to some extent through the stimulus of the new association, the section has taken on a new lease of life and will doubtless function with greater effectiveness in the future.

Other Reasons for Co-operation

To turn again from the manifestations of the co-operative spirit to the causes, it was not the glycerine situation alone which brought the manufacturers to a realization of the need for working along less highly competitive lines. There were many other reasons for the formation of an active association, once the barrier which existed in the minds of the individual manufacturers was broken through. The advance in manufacturing costs which resulted directly in the tendency to combine and merge, also had its effect, upon the formation of a co-operative association.

The rise in costs itself can hardly be considered as a reason for uniting in an association. The causes of the advance have, however, operated to some extent in bringing the various manufacturers together. Among these is the tariff which has advanced the cost of raw materials. It is a fit subject for co-operative study and co-operative activity at the proper time. The question of labor costs and labor difficulties has also entered into the matter. Discussion of this problem has been a feature of the activities of associations in other fields. In addition, there is the matter of cost accounting, the question of uniform sales and purchase contracts and many other topics having to do with ultimate costs of the product which can be better considered co-operatively than individually. It required only the overcoming of a certain degree of silly suspicion to bring the manufacturers to a realization of this fact.

The excess of competition, the multiplicity of brands and trade marks, the necessity for developing foreign outlets and many other causes have also operated to bring the producers together. The only wonder is that, faced with so many and so difficult problems, they have been so long in realizing that all of the problems could be solved much more easily and more readily by co-operative effort than was possible by the old method of individual attention.

Trend Is Toward Newer Methods

The tendency itself and the actual formation of the association are signs that the modern trend of thought in the business world is coming to the fore in the soap industry. Manufacturers will undoubtedly realize more and more what co-operation can and will accomplish for them. At least such has been the experience of other trades and other industries which have reluctantly adopted the modern co-operative viewpoint. Certainly, there is enough work to keep the association actively engaged for a long time. If it should be so fortunate as to quickly force a solution of the problems at hand, the industry may be sure that others just as serious will follow with a cry for solution.

Co-operation of the proper sort is undoubtedly of benefit to the industry in which it is practiced. In addition, the benefits to the consumers of the products of that industry are just as numerous and just as important. It is certain that the soapmakers will like the co-operative method now that they have formally embarked upon the course. There is every reason to expect for both of the associations in the industry a wide measure of success and prestige which in time will be reflected upon the industry itself.

DETERMINATION OF FREE ALKALI IN SOAPS*

By Dr. J. Davidsohn

The determination of free alkali in soaps is the despairing problem of the soap analyst. The problem is considered by many investigators to be so difficult that they no longer believe in its solution,

The great number of proposed methods for determining the free alkali in soaps is in this instance to be explained by the fact that the problem still remains unsolved.

As much as nineteen years ago I occupied myself with this question, since I have been able repeatedly to establish in my laboratory the fact that the methods in use lead to inexact and entirely impractical result.¹

Since in this entire time no reliable method for determining the free alkali has been published, and since different parties, especially the industries which prepare toilet soaps and textile soaps, manifested a lively interest in the questions of the correct analytical determination of free alkali in soaps, I have resolved to again take up this problem.

I have tried out all the methods in use, namely the following:

1. The standard method of the soap factories in Germany.
2. Barium Chloride Method, according to Heermann.
3. Alcohol—Barium-Chloride Method.
4. The salting out methods.

Into the details of the experiments I shall not enter here. I refer the reader to my work recently published in the *Chemical Review*, in the sphere of Fats, Oils, Waxes, and Resins (No. 23, p. 273—281) under the title "Determination of Free Alcohol in Soaps." I may only say that the experiments have shown that only the alcohol method, but without filtration yields good results in case of bar soaps. However, with soft soaps this method fails completely.

I have therefore concerned myself with this method experimentally in detail, and have tried to elaborate it in such a way that it will yield reliable results even with soft soaps. Numerous experiments were carried out¹, which yielded very satisfactory results; the method permits the accurate determination of the free alkali, both in bar soaps and soft soaps.

A full series of experiments, according to the alcohol method without filtration was carried out on neutral peanut, soft soaps and neutral soya bean oil soft soaps prepared by myself.

It turned out however, in case of all the experiments, that the alcoholic solution of the soap, to which 3 c.c. of water and 0.1 gm. of potash had been previously added, on being treated with phenolphthalein turned decidedly red. In spite of this measured quantities of $\frac{1}{2}$ N. alcoholic potash lye was added. But for the titration of the lye, quite considerably large quantities $\frac{1}{2}$ N. hydrochloric acid were consumed, so that the values obtained did not exceed the percentages of lye added.

Nor did I succeed in obtaining better results by using 98.5 per cent and 99.2 per cent alcohol. The alcoholic solu-

* From *Deut. Parf.-Ztg.*, No. 1, 1927, Vol. 13, p. 5.

¹ Davidsohn and Weber, Determination of free alkali and alkali carbonate, "*Seifensieder-Ztg.*" 1907, No. 3 and 4.

The details of these experiments are reported in my publication in the *Chemical Review*.

tion of the soap, even before the addition of the measured quantity of lye, was intensely red, i.e. the potash (each time to the weighed, gm. of dry potash soap were added 3 c.c. of water, in order to get a composition similar to commercial soft soap) was partly dissolved. If now no attention was paid to the red coloration, and a measured quantity of lye was added, quite considerably more of hydrochloric acid than the lye that was added was required for the titration.

Likewise, only negative results were obtained by using propyl alcohol in place of ethyl alcohol.

The neutral potash soaps made of peanut oil and soya bean oil were repeatedly prepared anew, but the results were uniformly negative.

Further modified experiments of the alcohol method, which gave only negative results, I shall not discuss further here.

In the search for a substance which should remedy the solubility of the potash in alcohol diluted by addition of water, I hit upon dehydrated Glauber's salts. The experiments undertaken in this direction showed at once that I was on the right track: That is, when the alcoholic soap solution was mixed with 3-4 gm. of dehydrated Glauber's salts, the red coloration disappeared entirely in most cases, or else a very weak red tinge remained. The procedure was as follows: 3 gm. of neutral soap were mixed with 3 c.c. of water, in which 0.1-0.2 gm. of potash had been dissolved, and then this was dissolved in 50 c.c. of 95 per cent alcohol by warming, and a few drops of phenolphthalein solution were added. Then 4 gm. of dehydrated Glauber's salts were stirred in, a measured quantity of $\frac{1}{2}$ N. potash lye was added from a burette, and at once the mass was titrated back with 1/10 N. hydrochloric acid. The results appear in the following experiments.

Experiment XIX

Three gm. of neutral soya bean oil potash soap, 0.1 gm. of potash, 3 c.c. of water, 4 gm. of dehydrated Glauber's salts, 50 c.c. of 95 per cent alcohol. Dissolve with heat. No red color in the cold state. Add 0.43 c.c. of $\frac{1}{2}$ N. potash lye and titrate back with 1.95 c.c. of $\frac{1}{2}$ N. hydrochloric acid = 0.39 c.c. of $\frac{1}{2}$ N. hydrochloric acid. The result is thus very satisfactory.

Experiment XX

Three gm. of neutral soya bean oil potash soap, 0.2 gm. of potash, 3 c.c. of water, 6 gm. of dehydrated Glauber's salts 50 c.c. of 95 per cent alcohol. Dissolve with heat. No red color in the cold state. Add 4.81 c.c. of $\frac{1}{2}$ N. potash lye and titrate back with 25.05 c.c. of 1/10 N. hydrochloric acid = 5.01 c.c. of $\frac{1}{2}$ N. hydrochloric acid. The result is thus less satisfactory, if larger quantities of lye and a correspondingly larger number of cubic centimeters of hydrochloric acid are used. In addition the red coloration on the use of phenolphthalein appeared again after the titration, a sign that a small quantity of potash had been dissolved.

Experiment XXI

Repeating experiment XX.; except that for titrating back $\frac{1}{2}$ N. hydrochloric acid was used instead of 1/10 N. Of lye 4.71 c.c. of $\frac{1}{2}$ N. was added, and for titrating back 4.86 c.c. of $\frac{1}{2}$ N. hydrochloric acid was used up. After titration the red coloration returned.

These experiments and a long series of others clearly showed that the dehydrated Glauber's salts completely checked the solubility, but that by titrating with diluted hydrochloric acid enough water is brought into the whole mass so that the solution of the potash is again made possible.

The thought now suggested itself of using for the titration

of the lye, alcoholic hydrochloric acid in place of diluted hydrochloric acid.

The application of the alcoholic hydrochloric acid is best made by mixing about 10 gm. of hydrochloric acid of the strength of 1.19 with 1000 c.c. of 95 per cent alcohol and establishing standardization with 1/10 N. lye. Alcoholic hydrochloric acid keeps much longer than alcoholic lye. Calibration is therefore necessary only after long intervals.

The results obtained with the alcoholic hydrochloric acid were uniformly good, as may be seen from the following experiments.

Experiment XXII

Three gm. of neutral soya bean potash soap, 0.2 gm. of potash, 3 c.c. of water dissolved in 50 c.c. of 95 per cent alcohol, 6 gm. of dehydrated Glauber's salts stirred in, 0.68 c.c. of alcoholic potassium lye added and titrated back with 1/10 normal alcoholic hydrochloric acid by using phenolphthalein as indicator. For titrating back added 0.79 c.c., 0.67 c.c. of $\frac{1}{2}$ N. alcoholic hydrochloric acid was used, and after the titration the red coloration no longer appeared even after considerable time. The result therefore may be considered as very satisfactory.

In repeating the experiment, 4 c.c. of 1/10 N. alcoholic hydrochloric acid = 0.80 c.c. of $\frac{1}{2}$ N. alcoholic hydrochloric acid were used for titrating back 0.79 c.c. of $\frac{1}{2}$ N. of diluted potash lye. The red coloration did not return even after standing a considerable time.

Further experiments yielded the same very favorable results.

Experiments with commercial soft soaps likewise showed the applicability of the method.

It is necessary to emphasize that the favorable action of the dehydrated Glauber's salts is based not only on its dehydrating power, but is probably to be explained also by the fact that the sodium sulfate is on the one hand in part converted in the potash soap to potassium sulfate and sodium soap, and on the other hand in part with the potassium carbonate to potassium sulfate and sodium carbonate. For if in place of the dehydrated Glauber's salts, common salt is used, the water-binding power of which is very slight, satisfactory results are likewise reached. To be sure the back titration of the added potash lye does not pass off as smoothly as in the use of dehydrated Glauber's salts. If in place of dehydrated Glauber's salts crystallized Glauber's salts ($\text{Na}_2\text{SO}_4 + 10 \text{H}_2\text{O}$) is used, the experiment has a negative result.

Final application of the method.

1. For Bar Soaps.

Three to five gm. of soap are dissolved in 50-70 c.c. of 95 per cent neutralized alcohol by warming (reflux condenser), and after cooling are titrated with 1/10 N. hydrochloric acid with phenolphthalein as the indicator.

If strongly water containing soaps are used, one proceeds as in case of soft soaps (see below), using dehydrated Glauber's salts and titrating with 1/10 N. alcoholic hydrochloric acid.

One c.c. of 1/10 N. hydrochloric acid = 0.0040 gm. of caustic soda (Na OH).

Example: weigh off 4.2010 gm. of soap. For titrating use 1.05 c.c. of 1/10 N. hydrochloric acid. Accordingly

$$1.05 \times .0040 \times 100 \\ = 0.10\% \text{ Na OH}$$

4,2010

2. For Soft Soaps.

Three to five gm. of soap are dissolved in 50-70 c.c. of 95

per cent neutralized alcohol—neutralized 95 per cent alcohol—(under reflux condenser) by warming, are allowed to cool and are mixed with 4 to 6 gm. of dehydrated Glauber's salts (chemically pure), the Glauber's salts being added slowly in small portions. Thereupon titrate with 1/10 N. alcoholic hydrochloric acid using phenolphthalein as the indicator.

One c.c. of 1/10 N. hydrochloric acid = 0.0056 gm. of caustic potash (KOH).

Example: Weigh off 3.0031 gm. of soap. Use titrating 1.50 c.c. of 1/10 N. hydrochloric acid. Thus

$$\frac{1.50 \times .0056 \times 100}{3.0031} = 0.28\% \text{ KOH}$$

FAT EXTRACTION BY SOLVENTS*

A new type of extraction plant for removal of fats from oil seed by solvents was described by L. W. Simon and J. W. Hinchley at the recent Congress of Chemists. Its industrial possibilities arise from the fact that only small quantities of material are dealt with, the rate of solution of fat being high with thorough removal of solvent from meal. This is achieved by conducting operations in a rotating cage, containing meal to the depth of only a few inches during subjection to continuous agitation with the solvent. With light solvents, such as benzene or light petroleum, three flushes are required for satisfactory commercial extraction, but whereas a plant treating three tons of meal as one charge requires seven tons of solvent, the new machine requires a charge of only one ton of the solvent for the same through-put.

There are three cylinders, which contain some four cwt. of material, but the output in eight hours is three to four tons, as the total extraction time is approximately thirty minutes, with about five minutes for steaming off solvent. The cage or basket containing the meal consists of a perforated drum rotating on a hollow shaft, through which solvent and steam enter. The drum is filled by removal of one of the end-plates. After filling it is inserted into a cylinder containing gearing for rotating the cage. After driving out most of the air with steam, the complex cycle of operations of charging and discharging solvent is conducted by valves controlled automatically by a rotating cam and worked by hydraulic pressure. As the cage rotates slowly, a highly saturated solution of fat (Solution No. 3) enters, and is run off for distillation. Next a No. 2 solution passes through and enters No. 3 solution tank, and then solution No. 1 traverses the meal while it is on its way to No. 2 solution.

Finally, the rate of rotation of the cage is raised, and clean solvent then enters, this being the final flush, which goes to No. 1 tank. Then the cage continues to revolve and expel solvent by centrifugal force, aided by steam heating with closed coils in the cylinder. This continues until the temperature of the meal becomes as near as possible that of the steam, when finally direct steam is admitted to remove last traces of solvent. The most highly concentrated fat solution discharges into a regulating still. This, whilst continuously evaporating solvent by means of a closed steam coil, converts the intermittent flow it receives into a regular stream of liquid entering six small stills (in two sets of threes). Each of these contains a tray with independent heating coil, so that liquid travels along it at a depth of about 3/8 in. only. Perforated steam coils in the last pair

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

uct is being offered at slightly more attractive levels. Other items on the list were steadily maintained, with a reasonable volume of business reported.

Other Soap Materials

A further drop in rosin prices is noted, though there appears to be a slight tendency toward an upward reaction. The situation from the standpoint of buyers is distinctly encouraging. Domestic buyers have been showing a fair interest in the market, but have not taken hold very well thus far. A scattered foreign demand for all grades of rosins is noted, mainly for mid-summer shipments, with prompt orders still being confined to small quantities. March saw very heavy shipments of rosins, but the opinion is that the April foreign movement will be quite moderate, as was the case last April. Glycerine is steadier, with more interest being shown on the part of European buyers. Oils are holding firm. Other items are without material change.

Free Alkali in Soap

W. ISMAILSKY (*Z. Deuts. Oel-u. Fett-Ind.*, 46, 545-546, 562-564).—The Alcohol extraction method and the baryta method for determining free alkali in soap are untrustworthy, while the modification of the baryta method by Bosshard and Huggenberg yields satisfactory results only with soaps containing up to 10 per cent of fatty acids, the errors being due to the absorption of alkali by the baryta soap, the difficulty of titration in presence of a bulky and sometimes colored precipitate, and the presence of silicates. In an improved method 10 g. of soap are dissolved in 200 cc. of freshly distilled water in a 400 cc. flask, 20 cc. of 30 per cent barium chloride solution are added, the flask is loosely corked, and the contents are boiled and rotated until the precipitate agglomerates into a ball or a granular precipitate. The solution is cooled, the flask being corked meanwhile, and is filtered rapidly, and the precipitate washed with 100 cc. of cold distilled water. The filtrate is titrated with 0.1N-acid, using phenolphthalein as indicator, and the result calculated to sodium hydroxide.—*British Chemical Abstracts*.

of stills remove the final traces of oil by "wet" steaming.

L. C. Whiton, in "Industrial and Engineering Chemistry" for June (p. 605); discusses "Oil Extraction in Theory and Practice." Theoretically, it should not be much more difficult to extract 50,000 lb. of oleaginous material in one batch than 5,000 lb. Practically, it is impossible to deodorise the residual meal, as was found in a large flaxseed plant built several years ago. This unfortunate experience has probably hindered the development of solvent extraction. Contrary to usual engineering practice, the fewer the refinements the better the extraction, a laboratory Soxhlet on a commercial scale being almost ideal.

The Bataille extractor is described with a capacity of about 5,000 lb. of meal. The circuit is from solvent to tank, then by draining (through filter) to still, which returns solvent to tank via a condenser. The solvent generally used is light petroleum boiling between 60° and 80° C. Trichloroethylene is also in use, because it is not inflammable, and ethylene dichloride is similar except the makers claim that it hydrolyses less; but it has the disadvantage of being slightly inflammable (about one-sixth that of light petroleum). Carbon tetrachloride is not used because it attacks the container.

*Chemist and Druggist Vol. CV. p. 511

MARKET REVIEW ON TALLOW, ETC.

TALLOW

Considerable quantities of the New York extra grade were taken during the latter part of last week at $7\frac{1}{2}$ cents per lb. ex producer's plant and $7\frac{3}{4}$ cents per lb. delivered. The market situation is practically unchanged, with the foregoing prices denoting present values.

Good quality house grease can be quoted $6\frac{5}{8}$ - $6\frac{3}{4}$ cents loose and the lower grades at relative prices.

The markets in the middle west and at western points are also easier, although stocks are being absorbed practically as fast as offered, and the general undertone slightly weaker.

TOBIAS T. PERGAMENT.

VEGETABLE OILS

Prices of vegetable oils are holding fairly steady in spite of the fact that there is very little trading. Sales of coconut oil were made during the past week at 8 cents lb. Pacific Coast and $8\frac{3}{4}$ cents lb. New York, with the market showing a slightly steadier trend during the last day or so. In fact, two of the large sellers of coconut oil have advanced their prices $\frac{1}{8}$ cent per pound and have declined bids at 8 cents Coast and $8\frac{3}{4}$ cents New York.

Crude corn oil has been very quiet lately, but producers are holding firmly at $7\frac{3}{4}$ to 8 cents lb. mills. Occasional sales have been made at $7\frac{5}{8}$ cents, but it seems that as quickly as oil is available below $7\frac{3}{4}$ cents it is bought.

Palm oils have been somewhat easier following the softer animal fat market here. Reductions, however, were small, and seem to have been brought about mostly by the lack of buying demand here. Nearby deliveries are not very plentiful.

Commercial olive oil is steady to strong at \$1.65 per gallon and there is a fair demand. Olive oil foots are in good demand, with prices holding steady, especially for nearby shipments, as spots and early arrivals are comparatively small.

A. H. HORNER.

GLYCERINE

Since our letter of March 10, the "official" price of chemically pure glycerine has been dropped to 26c. per lb. in bulk. During this time, dynamite glycerine declined to $22\frac{1}{2}$ c. per lb. and then reacted to 24c., which is the market today. Crude glycerine is practically the same as it was, but there is very little to be had in this country and it looks as though the price is likely to move upward. In Europe value of all grades have advanced, although chemically pure has been a laggard. The imports into the United States, for the first quarter of this year, were less than half of what they were for the corresponding period of 1926. While the anti-freeze demand for glycerine was disappointing, during the past season, the shortage in imports and the good demand from the tobacco and pharmaceutical trades, has perhaps made up the loss. The powder people say they have found a satisfactory substitute, which is likely to reduce their consumption of glycerine considerably from now on; there is no doubt that glycol has taken the place of glycerine to some extent, in the manufacture of explosives, but we do not think that any serious effects will be

noticed for some time. We look for a rising market shortly, which will undoubtedly carry the price at least two or three cents per pound higher than it is today before the year is ended.

W. A. STOPFORD.

INDUSTRIAL CHEMICALS

Contract deliveries are proceeding according to schedule, and leading producers of industrial chemicals report that business is fully up to the average for this season of the year. The alkali trade is in a very favorable condition and, while activity has slowed down in some lines, this has been more than offset by increased consumption in other industries. A feature in the imported articles is the advance in the price of caustic potash. This was expected, however, inasmuch as the raw material in Germany had shown an increase of about 9 per cent. The supply of carbonate of potash is fairly large in the New York market and, although there has been no real change in shipment prices, this prod-

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special $7\frac{3}{4}$ c. Edible, New York, $8\frac{1}{2}$ c. Yellow grease, New York, $7\frac{1}{2}$ c. White grease, New York, $7\frac{1}{2}$ c.

Rosin, New York, March 15, 1927.

Common to good	9.75	I	11.20
D	10.25	K	11.25
E	10.90	M	11.35
F	11.10	N	12.00
G	11.15	W. G.	13.50
H	11.15	W. W.	16.50

Starch, pearl per 100 lbs.	\$3.32 @
Starch, powdered, per 100 lbs.	3.42 @
Stearic acid, single pressed, per lb.	.10 $\frac{3}{4}$ @
Stearic acid, double pressed, per lb.	.11 $\frac{1}{2}$ @ .12
Stearic acid, triple pressed, per lb.	.13 $\frac{1}{2}$ @ .14
Glycerine, C. P., per lb.	.27 @ .28
Dynamite	.24 $\frac{1}{2}$ @ .26
Soap, lye, crude 80 per cent, loose per lb.	.17 @
Saponification, per lb.	.18 $\frac{3}{4}$ @

Oils

Cocoonut, edible, per lb.	.10 $\frac{1}{2}$ @
Cocoonut, Ceylon, Dom. per lb.	.09 $\frac{1}{2}$ @
Palm, Lagos, per lb.	.08 $\frac{3}{4}$ @
Palm, Niger, per lb.	.08 @
Palm, Kernel, per lb.	.09 $\frac{1}{4}$ @
Cotton, crude, per lb., f. o. b., Mill.	.08 @
Cotton, refined, per lb., New York.	.09 $\frac{1}{2}$ @
Soya Bean, per lb.	.12 @ .12 $\frac{1}{4}$
Corn, crude, per lb.	.09 $\frac{3}{4}$ @
Castor, No. 1, per lb.	.14 $\frac{1}{2}$ @
Castor, No. 3, per lb.	.13 $\frac{3}{4}$ @
Peanut, crude, per lb.	.11 @
Peanut, refined, per lb.	.12 $\frac{1}{2}$ @
Olive, denatured, per gal.	1.75 @
Olive Foots, prime green, per lb.	.10 @

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	3.00 @ 3.10
Soda, Ash, 58 per cent, per 100 lbs.	1.32 $\frac{1}{2}$ @ 1.38
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07 $\frac{1}{2}$ @ .08
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.05 $\frac{1}{2}$ @ .06
Salt Common, fine, per ton.	15.00 @24.00
Sulphuric acid, 60 degrees, per ton.	10.50 @11.00
Sulphuric acid, 66 degrees, per ton.	15.00 @16.00
Borax, crystals, per lb.	.04 $\frac{1}{2}$ @ .04 $\frac{3}{4}$
Borax, granular, per lb.	.04 @ .04 $\frac{1}{2}$
Zinc oxide, American, lead free, per lb.	.065 $\frac{1}{2}$ @ .06 $\frac{3}{4}$

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